

# Invest in Kachinga

Helping Parents Raise Financially Smart Kids



**KACHINGA IS BRINGING FINANCIAL LITERACY TO THE NEXT GENERATION**

- EARN**  
Teach the value of money & hard work
- SAVE**  
Build good money habits for life
- GIVE**  
Share the joy of helping others
- SPEND**  
Empower hands-on learning while maintaining control

Kachinga Prepaid Mastercard®

KACHINGA.COM SAN FRANCISCO CA

Technology Software Fin Tech Education Social Impact



ABOUT

UPDATES

REVIEWS

ASK A QUESTION

## Why you may want to invest in us...

- 1 CEO built 3 companies from startup to \$30M+ ARR; CFO raised > \$300M & led them to successful exits including IPO
- 2 Over 25% growth Week over Week
- 3 Raised over \$450,000 since founding
- 4 \$91B spent annually by kids in US
- 5 Estimated cash flow positive in < 18 months
- 6 Only solution with data-driven personalized financial literacy guidance & insights

WE'VE RAISED \$451,112 SINCE OUR FOUNDING

## Our team



**John McIntyre**

CEO

Serial entrepreneur Built 3 SaaS companies from start-up to \$30M+ ARR



**John Zdanowski**

CFO

20+ years with consumer & financial start-ups Raised > \$300M & led successful exits including IPO



**Elaine Werffeli**

Chief Analytics Officer

Customer acquisition expert Former Dir. of marketing sciences at MSFT



**Mike Shane**

CTO

Expert in consumer & financial apps Built & leads dev team of 100+ in Philippines



**Paul Lee**

IA Architect

ML/AI/IA technology expert Former chief market analyst for MSFT

## Downloads

[Kachinga Investor Pitch 2020 11.17.pdf](#)

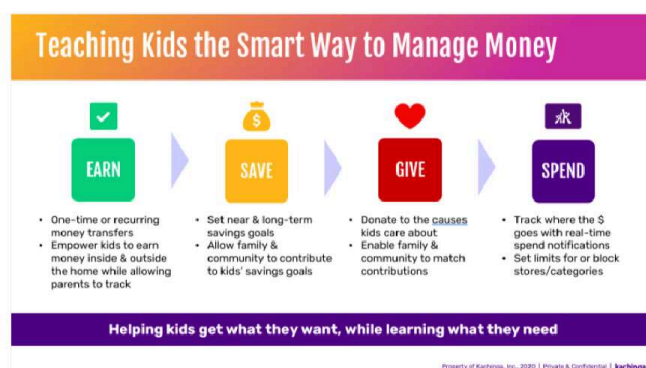
## We are facing a Financial Literacy Crisis.

In the US, 74% are living paycheck to paycheck, 33% don't have any retirement savings, and 3 out of 5 can't cover a \$1,000 emergency. At the same time, only 6 states require financial literacy class in school and most parents lack the time or knowledge to properly teach their kids.



## Peace of mind for parents. Financial independence for kids.

Our mission is to bring financial literacy to the next generation by helping parents teach their kids to be smart with money. Kachinga provides an allowance, chore & savings management app for kids, a secure debit card with parental controls that offers young teens real world money experience, and personalized guidance for parents trying to educate their kids.



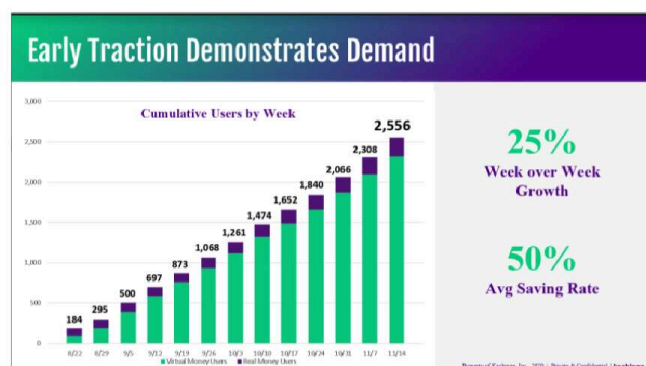
## Our Team

We have a team of experienced and successful entrepreneurs. John MacIntyre (CEO) has built 3 SaaS companies from start-up to \$30M+ in ARR. John Zdanowski (CFO) has 20+ years in financial startups and has raised more than \$300M, leading companies to successful exits including an IPO.



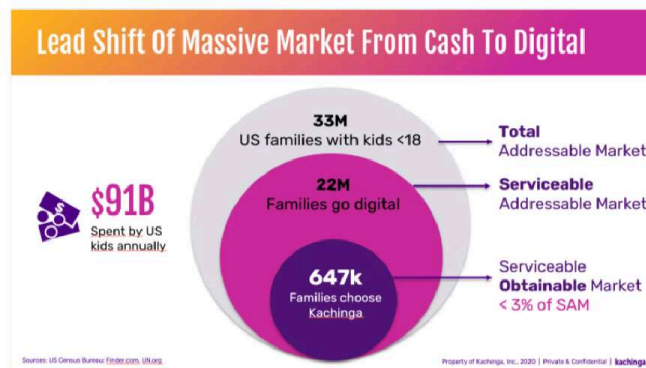
## Growing Rapidly

Since launching the Kachinga on the app store publicly in August, we've seen a dramatic 25% growth rate week over week.



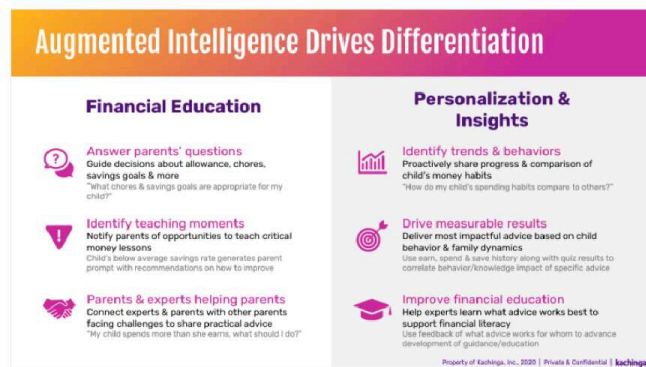
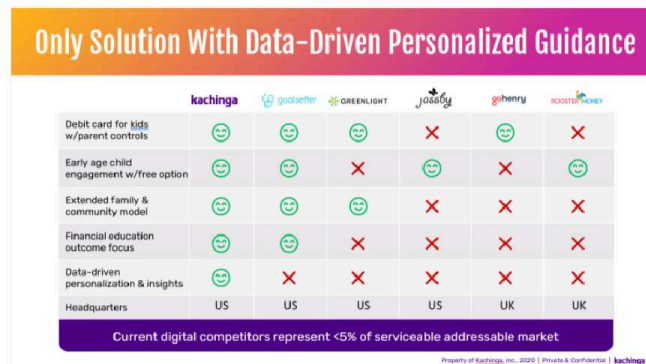
## The Market

With over 33M US families with children under 18, Kachinga offers a unique value proposition to tap into the \$9.3B spent annually by kids in the US.



## Augmented Intelligence Drives Differentiation

One of the greatest strengths of Kachinga over competitors is our data-driven personalized guidance and insights for parents.



## Path to Profitability

Kachinga is currently generating revenue by a \$36/child per year subscription to the Real Money secure debit card. Future pathways to monetization include sponsorships, retail partnerships, channel sponsorships (education orgs, credit unions), and other financial services. We estimate being cashflow positive in less than 18 months.



Note: this slide contains forward looking projections which cannot be guaranteed.