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X1 is a prime neobank centered around a credit card

\$2.4T

Consumer Credit Card Spend

6% Subprime

94% Prime



Credit Card-Led *Prime* Neobanks

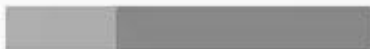
X1

\$1.7T

Consumer Debit Card Spend

30% Subprime

70% Prime



Debit Card Led *Subprime* Neobanks

chime

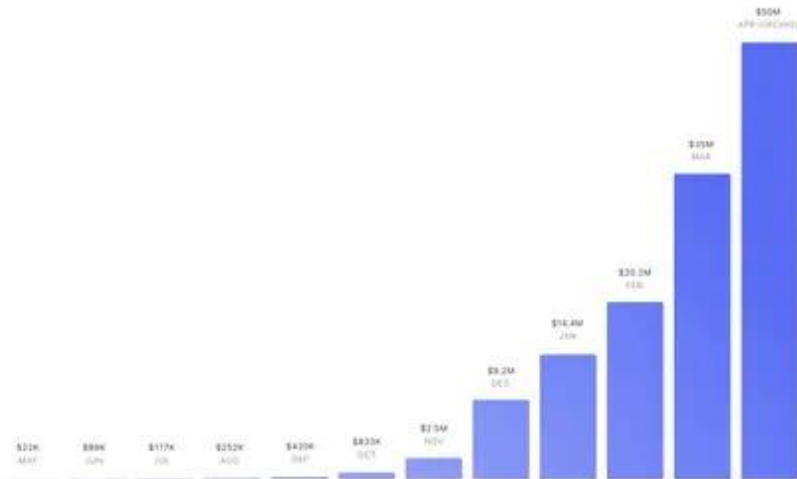
Cash App

dave

MoneyLion

Current

\$800K to \$50M monthly purchase volume in 6 months



**\$15M**

Annualized Revenue



X1 Visa Credit Card Fan Group

Private group · 3.8K members

Join group



I just got this new credit card called the X1 credit card. By the way, it could be the best credit card of all time.

Full-time · Feb 1, 2020 · 1 month ago



Wow! Unbelievably smooth experience.

★★★★★

I'm not one to write reviews, but these people deserve some recognition. Every detail of my experience so far with this app and company has been unbelievably smooth. It's been so smooth I'm kind of still waiting for the ball to drop. Like, there has to be a catch. Applying is smooth. The card shipment was quick and smooth. The app setup is crazy slick. Setting up auto-payment is simple, fast, and for the first time ever for me, you even have options about how often you want to pay (and you even get rewarded). They've left no stone unturned. #and it shows

## Resonating with mainstream consumers



Wow! This thing is solid



What more could you ask for...

★★★★★

Lower APR's,  
Higher credit limits,  
Higher points earnings and rewards than other cards, what more could you in a credit card. It's quickly become favorite card.



Mark Ralston

★★★★★ February 16, 2020

So far the experience is exceptional. Applying and app setup is very intuitive. Rewards are an added touch which gives you the ability to make your reward multiplied for specific purchases such as Amazon, apple pay, weekend pay, restaurant purchase.



A consumer product, not just a finance product



90% of cardholders use the app monthly



21%

Purchases via  
Apple & Google Pay



10%

Purchase volume  
on Virtual Cards



\$500K+

GMV through  
in-app shopping

## Social features that drive network effects



WITHIN HOUSEHOLDS



AMONG FRIENDS



100% organic growth through word-of-mouth and earned media



1.25M

Unique Website Visitors



500K

Waitlist Signups



\$0

In Paid Marketing



## Founders



Deepak Rao  
COFOUNDER



Siddharth Batra  
COFOUNDER

## Investors



David Sacks  
CRAFT VENTURES



Michael Dearing  
HARRISON METAL



Kevin Thau  
SPARK CAPITAL



Max Levchin  
AFFIRM CEO



Aaron Levie  
BOX CEO



Othman Laraki  
COLOR CEO



Jeremy Stoppelman  
YELP CEO