

Discuss the following in parts:

## Part 1

-Industry breakdown - Small Dollar Lending/Consumer Finance

1. Our Target Market (B2C lenders)
  - Types of Lenders
    - Storefront
      - Speedy Cash ( <https://www.speedycash.com/> )
      - Cash Store ( <https://www.cashstore.com/> )
      - Check Into Cash ( <https://checkintocash.com/> )
      - Check N Go ( <https://www.checkngo.com/> )
      - ACE Cash Express ( <https://www.acecashexpress.com/> )
      - Advance America ( <https://www.advanceamerica.net/> )
    - Online Lenders
      - LendUp ( <https://www.lendup.com/> )
      - OppLoans ( <https://www.opploans.com/> )
      - CashNetUSA ( <https://www.cashnetusa.com/> )
      - Avant ( <https://www.avant.com/> )
      - MoneyKey
      - LendingPoint ( <https://www.lendingpoint.com/> )
      - Upstart ( <https://www.upstart.com/> )
      - Upgrade ( <https://www.upgrade.com/> )
    - Mobile App
    - Marketplace/Peer-2-Peer Lending
    - Bank-Backed (<36%)
      - Marcus by Goldman Sachs
      - Lightstream
      - OneMain Financial ( <https://www.onemainfinancial.com/> )
      - Best Egg ( <https://www.bestegg.com/> )
      - Discover Financial Services
      - SoFi ( <https://www.sofi.com/> )
    - Retail lenders
    - Online POS lenders (Affirm)
    - ISA (Income Share Agreement) lenders/Educators
    - Digital Banking w/loan product (Branch)
    - Overdraft Protection /Wage Advancement (Dave)
    - Investment/Financial Health & Wellness (Stash)
  - Types of Loan Instruments (aka Short-Term Loans)
    - PayDay
    - Installment
    - Line of Credit
    - Auto Title
    - Personal Loans
    - Pawn Lending
    - Debt Consolidation

To be continued....

**-Part 2** (Our Industry's market and borrower behavior)

<https://www.responsiblelending.org/issues/payday-other-small-dollar-loans>

[https://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl\\_statebystate\\_fee\\_drain\\_may2016\\_0.pdf](https://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl_statebystate_fee_drain_may2016_0.pdf)

<https://www.responsiblelending.org/state-of-lending/reports/13-Cumulative-Impact.pdf>

[https://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl\\_payday\\_fee\\_savings\\_jun2016.pdf](https://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl_payday_fee_savings_jun2016.pdf)

<https://www.responsiblelending.org/payday-lending/tools-resources/2b002-payday2005.pdf>

<https://www.responsiblelending.org/state-of-lending/State-of-Lending-report-1.pdf>

-Regulatory perspective

-State Level and Federal Laws and Policy(s)

-Consumer/Borrower Behavior

-Private Lender Behavior

-Bank Partnership/Loan Servicer Behavior

-Consumer Protection/Advocacy

-CFPB Federal Government Agency (Consumer Financial Protection Bureau)

-CRL Center for Responsible Lending

Associations for Industry

-OLA (Online Lenders Alliance)

- AFC (<https://fintechcouncil.org/>)

- CFSAA - Community Financial Services Association of America

- AFSPA - Alternative Financial Service Providers Association

- FISCA - Financial Service Centers of America

- CFSA - California Financial Services Association

- AFSA - American Financial Services Association

- CFSP - California Financial Service Providers Association

- ILPA - Innovative Lending Platform Association ([innovativelending.org](http://innovativelending.org))

- MLA - Marketplace Lending Association ([marketplacelendingassociation.org](http://marketplacelendingassociation.org))

- TOFSC - Texas Organization of Financial Service Centers ([tofsc.org](http://tofsc.org))

- ETA - Electronic Transaction Association

**-Part 3** (Merchant Services breakdown, Banks, Visa/MC, gateways, etc)

Types of entities/organizations in the payments space:

-Sales Agent/Reseller

-ISO (Sales Office) - with multiple agents and back-office support

\*-Processor - Platform that provides a Front End (FE) and Back End (BE).

-FE - Connectivity to the Card Brand Networks (V/MC/D/Ax)

-BE - Provide settlement reconciliation

\*-Direct Acquiring ISO ([LoanPaymentPro](http://LoanPaymentPro))

\*-Acquirer (Sponsor Bank)

\*-Card Brands/Networks

**-Part 4** (LoanPaymentPro operation, Timeline/History, and it's value to market)

June of 2011 Started BMR (Better Merchant Rates, Inc) w/ Jimmy C and Tom K

Dec 2011 shifted focus to LoanPaymentPro 100%

**-Part 5** (Overview of LPP's moving parts and application features, functionality, Innovation)