



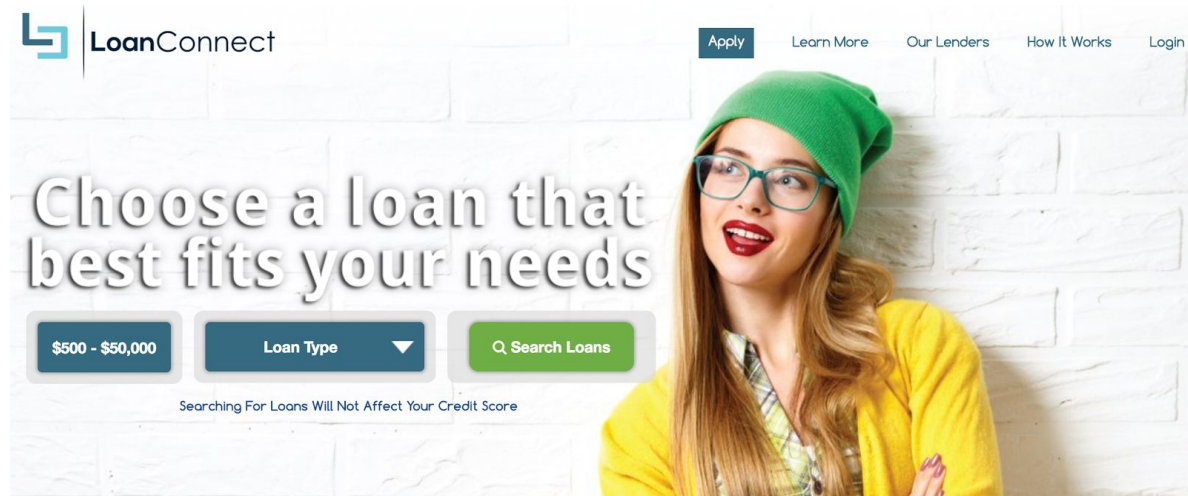
LoanConnect

Personal Loan Search Engine | HQ: London, ON, CAN | Founded: December 2015 | Employees: 3 | 02/18/17

LoanConnect is a search engine that enables consumers to search for loans from various Canadian lending institutions. The platform requires three brief inputs from the borrower: demographics, financial information, and the purpose of the loan. The output is a list of loans offered by qualified alternative lending platforms and their varying interest rates and terms. This information allows borrowers to make the most educated financing choices through an efficient platform. Once the lender has been selected, the borrower's information is automatically generated on the lender's site, and is ready for processing. *LoanConnect* identifies themselves as a market player in an industry where personal loans for businesses and retail consumers are becoming increasingly fragmented.

Website URL: <https://www.loanconnect.ca>

Homepage



Leadership

Adam Rice | CEO Loan Connect | Founder and CEO Asset Direct of Canada Inc.

LinkedIn: <https://www.linkedin.com/in/arice/>

Education: MBA Deakin University (Australia), Gdip Comms & Mgt 2015 Western University, International Relations University of Hong Kong, International Development and Globalization Studies, Huron at Western University

Past:

Partner and GM, Focus Financial Solutions <http://www.sunlife.ca/ffs/e/products.htm>

Director of Sales and Business Development, Koda Media Group: www.kodamediagroup.com/

Founder, Seeksource Solutions (China's Marketplace for Real Estate)

Chris Healy:

<https://www.linkedin.com/in/chrishealy/>



Chris Healy has 20 years of experience as a business consultant and manager. He has been active in developing a number of early-stage businesses, combining his science and business backgrounds to grow a diverse range of companies. He was the co-founder of Kubi Wireless, Spain's first wireless internet provider, guiding the company through Series A funding and full service launch.

Ketan Patel:

<https://www.linkedin.com/in/ketan-patel-423b571a/>

Artificial intelligence and clinical informatics entrepreneur

CMO at SyTrue, Inc. (Natural Language Processing platform); mentor/advisory board member at Singularity University (Silicon Valley based exponential technologies university); analyst with Zoic Capital (private fund investing in early stage broad-platform technologies across devices, life sciences, informatics); Founder at Next Healthcare Technologies (using machine intelligence to augment clinical decision making).

Business Model

Strategy

LoanConnect has positioned themselves as the “Trivago” of consumer loans. The loans may be processed for an individual or business looking for consumer or investment financing under \$50,000 CAD. Looking further into *LoanConnect's* future, their Consumer Portal Tool may be highly functional for businesses looking to help their customers get loans approved for their products in store, without needing to consult a bank. *LoanConnect* is disrupting POS Systems by connecting financial institutions to consumers for debt purchases that are currently not being financed today. Asset Direct of Canada, *LoanConnect's* parent company, is planning on building search engine tools for a multitude of financing options in the future.

Product / Pricing

Loan Connect charges lenders a flat rate of \$200 for leads generated from Loan Connects Platform that successfully result in a Loan being issued. For example, a \$500 loan and a \$25,000 loan would both result in \$200 of revenue.

Technology

LoanConnect's underlying technology is a search engine that uses a consumer's financial information to search lenders available terms and interest rates for the desired loan principal and purpose. *Loan Connect* wants to pursue the use of IBM Watson for attracting better quality applicants, conducting better applicant screening and placement, and ultimately increasing loan funding rates from 6.5% to 10%. They are also interested in utilizing Watson for their Consumer Portal tool in order to automate and improve credit adjudication and loan matching.

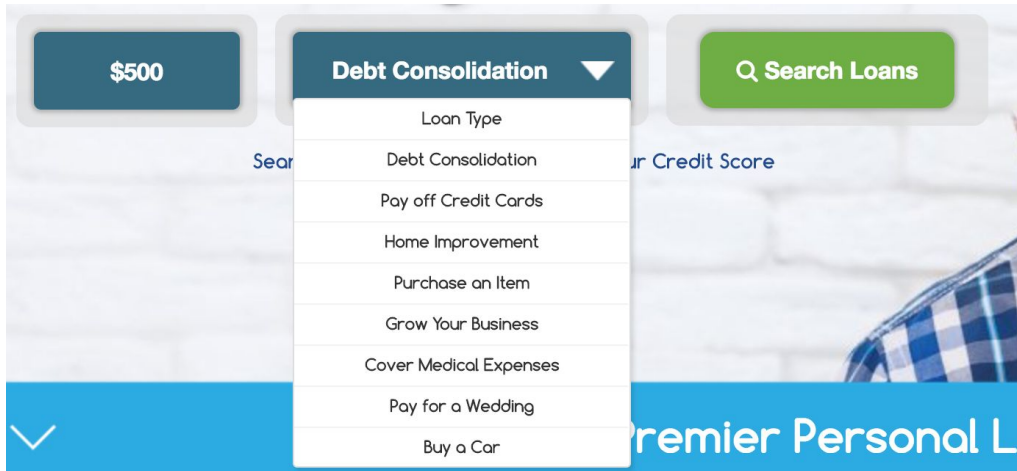
Operations

Applying for a loan through *LoanConnect* is simple, fast, and efficient. If you are a consumer or small business looking for a loan, you fill in a set of questions pertaining to your demographics, income and credit rating. Within seconds, the search engine optimizes the best loan terms and rates into 1 page for you to compare options from leading alternative financing institutions across Canada.

Step 1: Choose Principal and Debt Type



IVEY
FINTECH



Step 2: Demographic Inputs

LoanConnect

Get Pre-Approved For A Loan In Under 60 Seconds
Complete 4 Simple Steps Below

1 Please Provide A Few Details About Yourself

Title | First Name | Last Name

Address | City

Province | Postal code | Email address

Citizenship Status | Date Of Birth | Phone Number

Step 3: Financial Inputs

2 Some Basic Finance Information

Housing Status | Monthly Amount | Employment Status

Total Annual Income (Before Tax) | Total Monthly Debt Payments

Have You had a Past Bankruptcy or Consumer Proposal ? Yes No

Step 4: Credit Ranking and Loan Confirmation

3

Financial Verification And Your Credit Rating


- Excellent 724+
- Good 660 - 724
- Fair 560 - 659
- Poor 300 - 559

Your **Social Insurance Number** is not required. However providing it will increase the likelihood of us correctly verifying your information.

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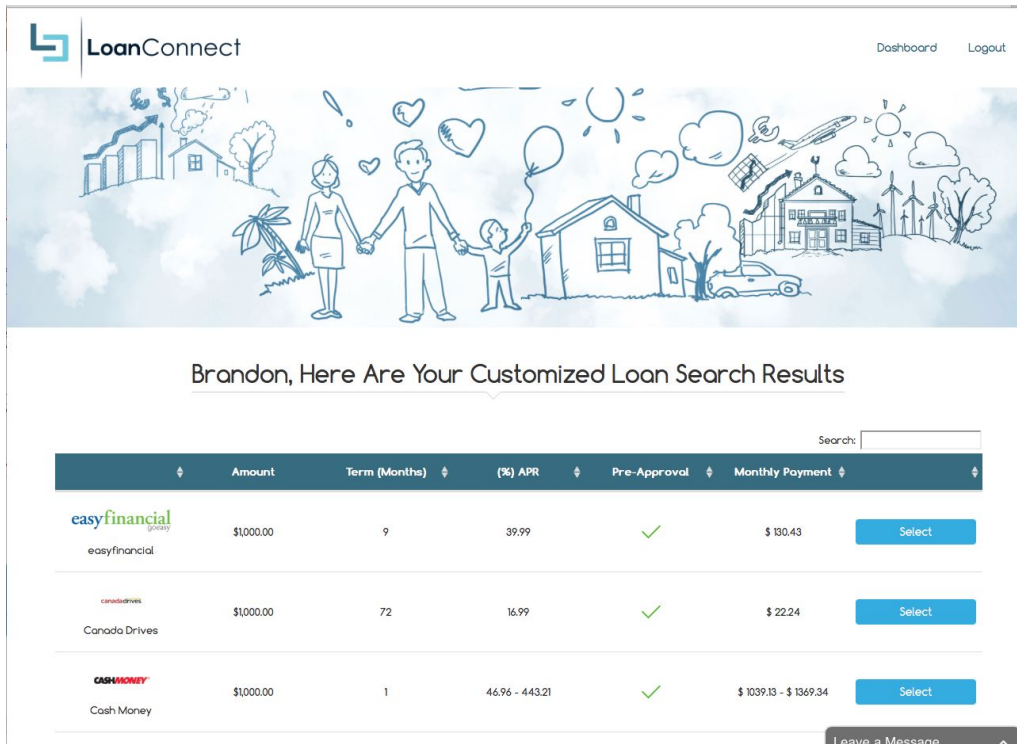
Confirm Your Loan Information

- Subscribe to our newsletter
- I agree to the LoanConnect [Terms of Use & Privacy Policy](#).

 I'm not a robot 

GET MY LOAN

Step 5: Choose from 1 page list of most relevant Financial Institutions for your desired loan



Brandon, Here Are Your Customized Loan Search Results

	Amount	Term (Months)	(%) APR	Pre-Approval	Monthly Payment	
easyfinancial easyfinancial	\$1000.00	9	39.99	<input checked="" type="checkbox"/>	\$ 130.43	Select
canadadrives Canada Drives	\$1000.00	72	16.99	<input checked="" type="checkbox"/>	\$ 22.24	Select
CASH MONEY Cash Money	\$1000.00	1	46.96 - 443.21	<input checked="" type="checkbox"/>	\$ 1039.13 - \$ 1369.34	Select

Sales and Marketing

LoanConnect is active on Facebook, Twitter and Instagram. The company also has a very modern and appealing website that has both a blog and a live chat option to further gain attraction. Daily marketing spend is currently \$500 with a plan to increase to \$2500 per day by April 2017.

Funding / Financials



Loan Connect is an early stage startup with three primary investors. They have no publically announced financing deals. However, The team has met with several VCs and is carefully considering growth opportunities. The current focus for the company is to continue development of their product(s) utilizing revenues and current investment to drive further profitability.

Industry / Addressable Market Opportunity

By 2017, there will be over 40 alternative financing institutions in Canada. There's more than \$600 Billion in non-mortgage consumer and small business debt issued between the 5 largest financial institutions in Canada. *Loan Connect* seeks to collect a referral fee from connecting traditional and the fast growing alternative financing institutions to businesses and consumers.

Partner Profile

Although this is not a comprehensive list of *Loan Connect's* current or future partners, *the following registered Canadian financial institutions* are listed on their website:



