



Online Lending Platform | Toronto, ON | Founded: 2014 | Employees: 52 | <https://www.borrowell.com/>

PHONE: 888-285-0990

BLOOMBERG: <https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=279036065>

LINKEDIN: <https://www.linkedin.com/company/borrowell/>

## COMPANY OVERVIEW

Borrowell is a Canadian-based fintech company that functions as a marketplace platform for online lending. Borrowell uses free credit scores as a means of attracting users to the platform and then uses the credit data to provide those same users with customized recommendations for financial products. These products include loans, savings accounts, and other financial tools that are tailored to the unique goals and credit profile of each customer. Borrowell earns a referral fee on loans and financial products it does not issue itself.

## SENIOR MANAGEMENT

**Andrew Graham:** Co-Founder and CEO (2014-Present). Previously: Senior Director, Insurance, President's Choice Financial (2012-2014); Senior Director, Corporate Development, George Weston Limited (2010-2012); Director, Corporate Development and Global M&A, Nortel (2008-2010); Director of Communications, Government of Canada (2003-2006). Education: MBA (2008), Harvard Business School; MA, Economics (2001), University of Edinburgh.

**Eva Wong:** Co-Founder and COO (2014-Present). Previously: Regional Lead, The Meeting House (2009-2014); Manager, OTF Group (2008-2009); Senior Manager, Global Business Development, Maple Leaf Foods Inc (2005-2008); Consultant, UNDP (2001-2004). Education: BCom, Queen's University (2000); MA, Harvard University (2005).

## HISTORY

Borrowell was founded in 2014 by Andrew Graham.<sup>1</sup> Andrew had previously worked at PC Financial, another alternative financial institution. While at PC, Andrew and his partners noticed an opportunity in the market to help clients refinance their debt at more manageable levels.<sup>2</sup> In 2014, Borrowell received the necessary seed funding to launch and immediately began servicing customers of Equitable Bank. As of 2017, Borrowell has over 300,000 users.<sup>3</sup>

## FUNDING

- **December 2014:** \$5.4 million in seed funding from Equitable Bank, Oakwest Corporation Limited, as well as notable individual investors Roger Martin, John Bitove, and Dan Debow.<sup>4</sup>
- **February 2016:** \$6.4M in debt financing primarily from Equitable Bank, Hedgewood, and Power Financial Corporation for operating and loan capital.<sup>5</sup>
- **July 2017:** \$57M (\$12M Series A/ \$45M Credit Facilities) led by Portag3 Ventures, Equitable Bank, White Star Capital, and FirstOntario Credit Union to expand Borrowell's credit and loan offerings.<sup>6</sup>

## KEY CORPORATE DEVELOPMENTS

Press Releases:	<a href="https://www.crunchbase.com/organization/borrowell/timeline/timeline - section-recent-news-activity">https://www.crunchbase.com/organization/borrowell/timeline/timeline - section-recent-news-activity</a>
February 18 <sup>th</sup> , 2016:	<a href="#">Borrowell, Wealthsimple Partner to Help Canadians Maximize RRSPs</a>
June 20 <sup>th</sup> , 2016:	<a href="#">Borrowell Partners with Equifax to Offer Canadians Free Access to Credit Score</a>
October 27 <sup>th</sup> , 2016:	<a href="#">Borrowell Partners with CIBC to Deliver “One-Click” Online Loans</a>
January 24 <sup>th</sup> , 2018:	<a href="#">Borrowell Launches Free Equifax Credit Report Monitoring</a>

<sup>1</sup> <https://business.financialpost.com/financial-post-magazine/how-one-fintech-wants-to-save-consumers-a-lot-of-money-on-their-credit-cards>

<sup>2</sup> <https://www.magnacartacomms.com/single-post/2017/08/16/Interview-with-Andrew-Graham-CEO-of-Borrowell>

<sup>3</sup> <https://globenewswire.com/news-release/2017/07/21/1055519/0/en/Borrowell-raises-57M-in-New-Funding-to-Expand-Credit-Education-and-Lending.html>

<sup>4</sup> <https://globenewswire.com/news-release/2017/07/21/1055519/0/en/Borrowell-raises-57M-in-New-Funding-to-Expand-Credit-Education-and-Lending.html>

<sup>5</sup> <http://www.finsmes.com/2016/02/borrowell-receives-6-4m.html>

<sup>6</sup> <https://betakit.com/borrowell-raises-57-million-series-a-from-portag3-firstontario-credit-union/>

## BUSINESS HIGHLIGHTS

### STRATEGY

- **Acquisition** – Borrowell uses free credit scores to overcome many fintech's biggest hurdle: customer acquisition. By providing this service for free, users are incentivized to come to the platform to understand their credit profile.
- **Education** – Once on the platform users are led to information portals on the following topics 1) Credit Scores 2) Personal Loans 3) Credit Cards 4) Mortgages.
- **Conversion** – After users see their credit scores and understand the nuances of different products they are upsold on lending services and other financial products that fit their credit profile and financial goals.
- **Transition** – Borrowell initially offered a platform where it sold other firm's financial products. After gaining customers, Borrowell now offers its own financial products in addition to others.

### PRODUCTS / PRICING

- **Credit Scores:** Borrowell provides free credit scores to all users who come to the platform. This strategy serves to drive customer acquisition where new users can be upsold other financial products.<sup>7</sup>
- **Personal Loans:** Borrowell offers their own personal loans as well as those issued by other firms. Rates are determined by the credit worthiness of the borrower. For loans that are not issued by Borrowell, the firm receives an undisclosed referral fee for connecting lenders and borrowers.<sup>8</sup>
- **Credit Cards:** Borrowell offers a variety of credit cards from different institutions. Rates are dependent on the institution. Borrowell receives an undisclosed referral fee for connecting institutions and borrowers.<sup>9</sup>
- **Mortgages:** Borrowell works with trusted mortgage partners to help simplify the process and ease search costs. Borrowell receives an undisclosed referral fee for connecting institutions and borrowers.<sup>10</sup>

### TECHNOLOGY

Borrowell leverages its online platform to source and issue its loans and other financial products electronically. The streamlined nature of the processes via the technology allows the loans to be processed quickly, cost efficiently, and securely. Borrowell's platform also uses Viewport Meta, iPhone/Mobile Compatible, and Google Analytics.<sup>11</sup>

### DISTRIBUTION / LOGISTICS

Borrowell relies on a strong distribution network of institutional lenders, investment funds, and mortgage brokers to source the funding for its loans. This network includes Equitable Bank, Oakwest Corporation Limited, Concentra Bank, First Ontario Credit Union, and Power Financial Corporation among others.<sup>12</sup>

### MARKETING

Borrowell receives exposure through social media channels such as [Facebook](#), [Twitter](#), and [LinkedIn](#). In February 2018, the platform launched a television commercial campaign titled "Home Birth."<sup>13</sup> Borrowell also maintains a presence at conferences such as LendIt Fintech USA.<sup>14</sup>

### COMPETITORS

Borrowell competes with other Canadian-based online lending platforms:

1. [Lending Loop](#) – (Toronto, ON) Lending Loop focuses on providing businesses accessible capital at fair rates.
2. [Mogo Finance Technology](#) – (Vancouver, BC) Mogo provides easy-to-use affordable online banking services.
3. [Lendful Financial](#) – (Vancouver, BC) Lendful's platform offers quick and easy access loans at affordable rates.

<sup>7</sup> <https://www.borrowell.com/free-credit-score/>

<sup>8</sup> <https://www.borrowell.com/personal-loans/>

<sup>9</sup> <https://www.borrowell.com/credit-cards/>

<sup>10</sup> <https://www.borrowell.com/mortgages/>

<sup>11</sup> <https://www.crunchbase.com/organization/borrowell - section-website-tech-stack-by-builtwith>

<sup>12</sup> <https://www.crunchbase.com/organization/lendful-financial#section-acquisition-details>

<sup>13</sup> <https://www.borrowell.com/blog/borrowell-gives-birth-new-tv-campaign/>

<sup>14</sup> <https://www.crunchbase.com/organization/borrowell#section-events>