



Chime Canvas



Key Partnerships

While pseudo partner/client relationships, Chime uses these entities for specific functions, but they all have shared economic interests in success.

Bancorp/Stride Bank provide 'banking services' for Chime and issue the debit/visa cards licensed by Visa. Chime is not *officially* a bank

Galileo (by SoFi) provides the back-end banking infrastructure that enables Chime's banking and payment infra.

US Credit Agencies for new credit product

Key Resources

Brand, Product, Team

- **Chime brand carries clout** with young gens. among *digital banks* in US market
- Spending Account, Spot Me, and Credit Builder are key products
- Experienced Team

Key Activities

Product Innovation, Smart Growth

- Chime can **continue product innovation** to encroach on big bank's market share
- Rapid growth in last 12 months needs to be balanced with *continued cash-generating activities*

Value Proposition

US-based digital-only challenger bank that helps its users improve performance and health in their financial life

- **Chime Debit Card** - allows for payments of everyday items from Spending account
- **Chime Credit Builder** - no fee hybrid debit/visa card to help users build credit



Customer Relationships

Transparency with Fees, Digital-Only

- Chime creates a level transparency with its fees that is in contrast to big banks
- Branchless business model means online only

Channels

Referral, Review Sites, Social Media

- 70% of Chime's new users come from Referrals
- Many finance sites will Review Chime's account
- Chime has a strong social media presence

Customer Segments

Younger Generations, Financially-Savvy Niche

- Middle-Income Consumers in the US who want to save money
- Average customer is in their late 20s, early 30s
- 2/3 of Millennials prefer debit (Spending) product, but Chime's new credit (Credit Builder) product is attracting members of Gen Z who want a smart, low-risk alternative to build credit

Cost Structure

Platform Development - ongoing platform development/R&D, and rollout of new products at scale for 12M+ users in US

Compliance - as the platform grows exponentially, Chime has to grow its compliance team and cost base

Growth - continued Customer Acquisition activities

Revenue Streams

Debit Card: Earn % of Debit Network Fees as the *Issuing Bank* from merchants every time a customer uses the card

Credit Builder: hybrid debit/credit card with no annual fee, or interest. Connected to credit agencies to enable Chime's Credit Builder users to improve/build their credit in an innovative way. Earn **Interchange Fees** from transactions