 **Key Partnerships**


Brex partnered with Mastercard to launch Brex Card initially

Brex partnered with Boston Radius Bank to operate Brex Cash

Partnerships with multiple 'startup friendly' vendors for Rewards program

Brex integrates with multiple accounting software programs such as Xero, Expensify and others

Accounting Partners, VC Investor & Accelerator Partners, Broker & Lender Partners

 **Key Resources**


**Brand, Product Suite, Banking License**

- One of the leading challenger brands in business banking
- Can continue innovating/advancing product suite
- Banking License would be a big asset

 **Key Activities**


**Growth + Geographic Expansion**


- With increased competition, growth remains paramount
- Brex is making moves into other international markets

 **Value Proposition**

**Digital-only challenger bank specializing in business banking and expense management**


- **Brex Card** - corporate credit (charge) card, initially built for startups. Easier onboarding
- **Brex Cash** - facilitates B2B payments for cards, ACH, etc.
- **Brex Premium**- expense management and reporting software



 **Customer Relationships**


**Startup-centric approach, scaling up**

- Easier onboarding, no personal guarantees - means better customer relationships for B2B
- Scale-up into new segments requires additional staff

 **Channels**

**Digital-Only. Online help, partner agencies**

- No physical branches
- 'Learning Center' to help customers understand basics
- Partner agencies for more advanced customer help around accounting, etc.

 **Customer Segments**


**Startups, SMBs, Mid-sized Businesses**

- Had 1,000 startup customers in 1st 6 months via YC channel
- Small and Medium Businesses (SMBs) now represent 70% of new signups and 45% of overall customer base (Q1 '21)
- As product suite and integrations improve, Brex is targeting mid-sized companies

 **Cost Structure**

**Product Development** - Brex has rolled out Premium product recently for expense management and advanced integrations (ie. accounting). Requires many designers/developers

**U.S. Industrial Bank Charter** - recently-filed business banking license with FDIC is a costly and lengthy process

 **Revenue Streams**

**Interchange Fees:** Brex earns a Take Rate (% fee) based on TPV (Total Payment Volume) processed via customers. Credit card interchanges fees (2 - 3%) are split among players

**NIM (Net Interest Margin):** on business credit

**Subscription Revenue:** \$49 per month for Brex Premium