



# Fastest growing SME financer in Estonia

*Loan products for micro- and small enterprises  
with or without collateral.*







# Problem

SME-s, especially the micro- and small enterprises are underserved in most countries when it comes to financial products. This is due to greater complexity of this segment when compared to consumers and medium to large enterprises.

# Solution

HOOVI combines technology and automation with standardized processes and human expertise to achieve a lending process that is both fast and automated in the background, but personalized and human centric on the front office side.





# Hoovi - a provider of innovative financial services designed for SME-s.

Our customers love us and this has already led to double-digit monthly growth.

Here are the main reasons micro and small businesses turn to us with their financing needs.



## **Risk-based pricing**

Below average risk customers often get better terms from us than our competitors



## **Personal communication**

Entrepreneurs prefer negotiating the loan conditions with a real person



## **Premature repayment**

Free and easy premature repayments are important to small businesses



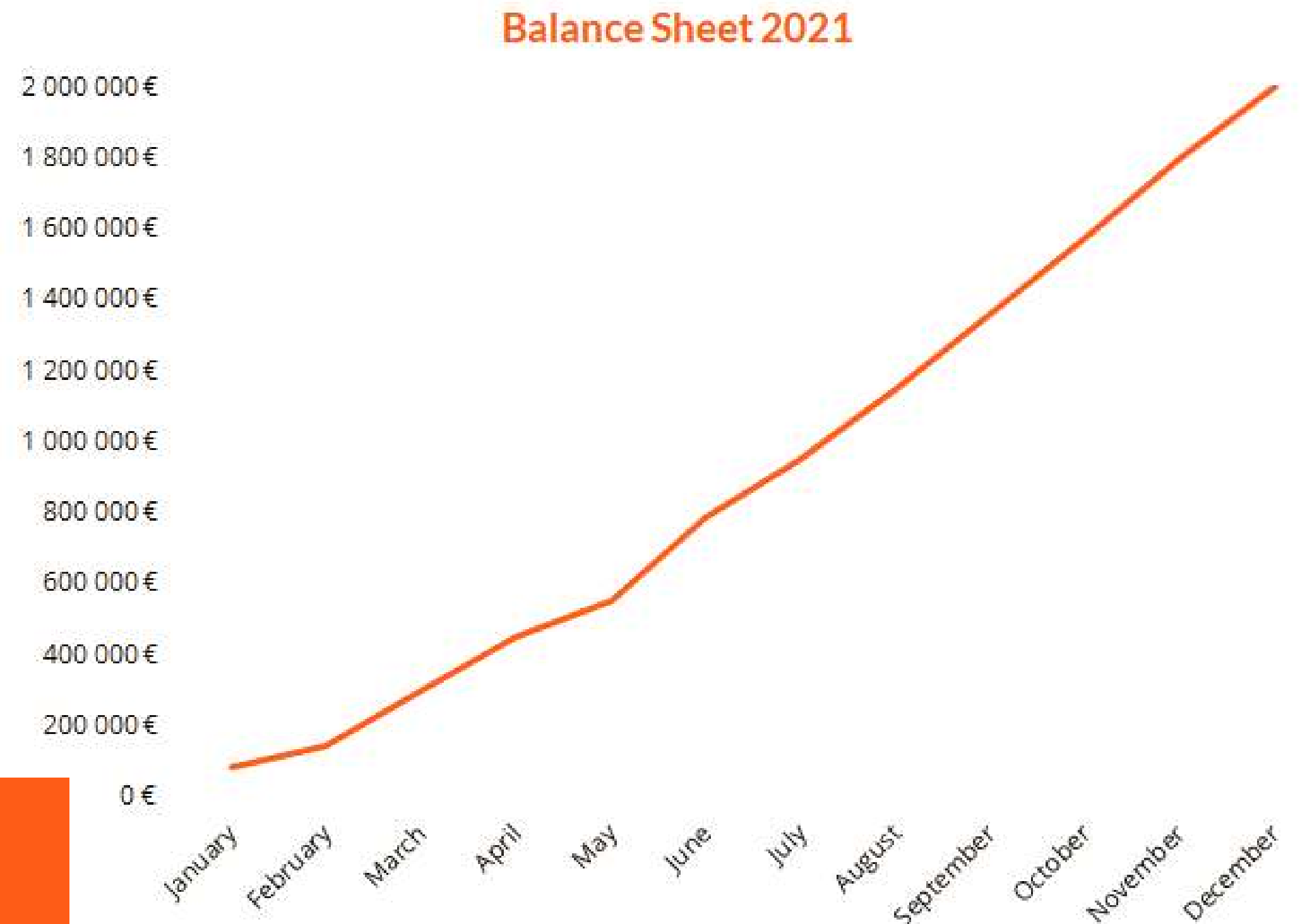
## Our secret sauce

Our secret sauce is the technology and the data. The founding team has a strong tech and data science background and as such we recognize the technical challenges in our business model - especially the need for predictive analytics and automation. Because of the multitude of risk factors that need to be assessed we have already invested heavily in machine learning and apply a data-first principle to everything we do.



## Hoovi in numbers

After solid growth in the first half of 2021, the balance sheet (the total value of claims) reached **1 000 000€** by end of July. We expect the same growth to continue as the overall economy improves and therefore forecast a balance sheet of **2M €** by the end of 2021.





## Path of growth

Our monthly revenue has grown on average **52%** in the first half of 2021 peaking at **101%** growth in May and reaching **13 735€**. In July the monthly revenue surpassed the **30 000€** milestone. The annual revenue forecast for 2021 is **317 000€**.



## Portfolio quality

Our goal is to maintain a long term portfolio split of 80% current and 20% late which ensures an optimal balance between growth and credit losses.

Current	796 390 €	77%
1-15 days late	92 390 €	9%
16-30 days late	63 350 €	6%
31-60 days late	42 482 €	4%
60+ days late	36 504 €	4%
Total	1 031 116 €	

as of 31.08.2021

# Size of the Estonian market

Analyzing the annual statements of our closest competitors we can estimate that the potential portfolio size comprising entirely of loans to Estonian micro- and small enterprises without prime first class mortgage collateral is approximately **50M euros** and the commercial registry statistics show that this segment is **growing**.



HOOVI 2021



# The founders



**MIKK  
LAOS**

Mikk has extensive hands-on experience in building software for traditional financial institutions as well as cryptocurrency platforms.



**KARL  
MÄRKA**

Karl has been responsible for credit risk model development and underwriting in international lending companies and in an international credit bureau.



**EGERT  
METSANDI**

Egert has a technology background with experience in cloud technologies, data and software development.

# The team



**TREVOR TINTS**

Head of Sales



**MARGE RAITMA**

Account Manager



**KEVIN OMELIN**

Account Manager



**WILLIAM STRAUS**

Full-stack developer





# Backstory

HOOVI started out as Securebadger in 2018 when it was founded by a group of professionals from the finance and real estate sectors. For the first years the company offered tenant background checks, but in 2020 the original team splintered over differing views on how to achieve higher revenues and the remaining three founders decided to leverage the technology they had developed and the experience they had in risk assessment to start offering financial products instead. After securing a seed investment of 1.5M € in the end of 2020 and rebranding to HOOVI a new SME lender was born.



Our mission is simple

**HELP SMALL COMPANIES SECURE THE BEST  
FINANCING POSSIBLE.**





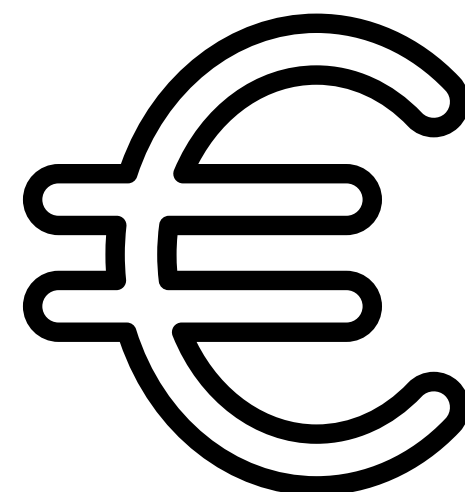
## LICENSED & INDEPENDENT

HOOVI operates with its own license, capital and backoffice, is not dependent on large corporate partners and does not need to share revenues with any third parties.

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## CASH FLOW POSITIVE

The investments into technology and market exploration have already been done and HOOVI can now cover its operating expenses from revenue. Additional investment goes directly into expansion.



Why invest in  
HOOVI?



## SOLID GROWTH

HOOVI has already achieved significant month-to-month growth in the small Estonian market and numbers show there is still more demand left. The same strategies can be used to achieve explosive growth in larger markets.

