

Project Team: Mental Wealth

Financial Inclusion; Access to Bank Products/Services

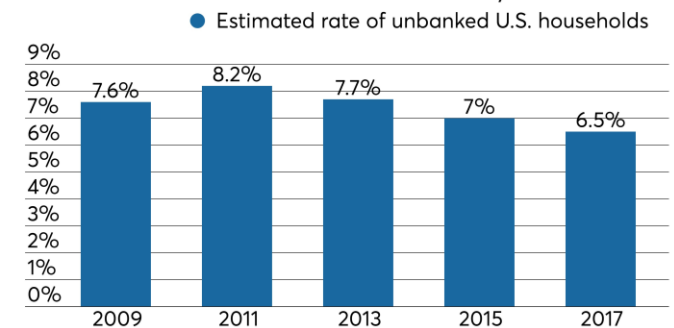
Caleb Izaguirre, Jean-Luc Cruz, Colin Michael Fahey

Background

- Financial inclusion and accessibility is at the root of the problem
- Affects people both locally and nationally
- “Banked” does not necessarily equal capability

Right direction

The percentage of unbanked U.S. households is at its lowest since the FDIC released its first survey in 2009



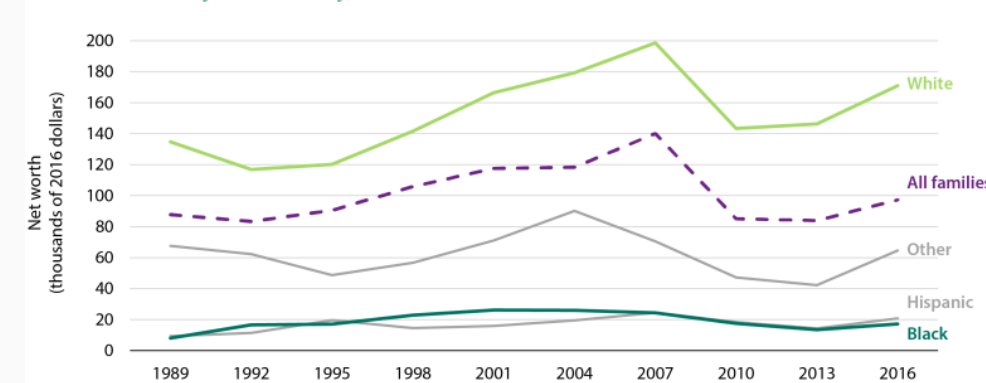
Source: FDIC

Impact in Minority Communities

- African American and Hispanic Communities are heavily impacted
- Combination of factors, including systemic causes
- PaFway will focus on a sustainable solution

FIGURE 1.

Median Net Worth by Race/Ethnicity, 1989–2016



Source: Survey of Consumer Finances 1989–2016.
Note: Net worth refers to the difference between assets and debt for a household head. Race and ethnicity are those of the survey respondent.

Mental Wealth - PaFway Business Plan

Promote Financial Inclusion

Executive Summary

PaFway - Consumer Finance Counseling and Management Firm

Mental Wealth Partnership

- PaFway is a consumer finance counseling and management firm that provides microcredit, loan, and debt consolidation options as well as educational content
- PaFway will uphold its founding principles of extending financial inclusion for all

Our Mission

To erase the financial inclusion gap between income levels and improve financial capability among low-and-moderate income family households.



Company Overview & Business Description

01 Company Summary

1. PaFway is a financial consulting and management firm that helps individuals consolidate their debt and achieve financial inclusion.

02 Short Term Goals

- Fund for next year
- Establish and increase social media presence

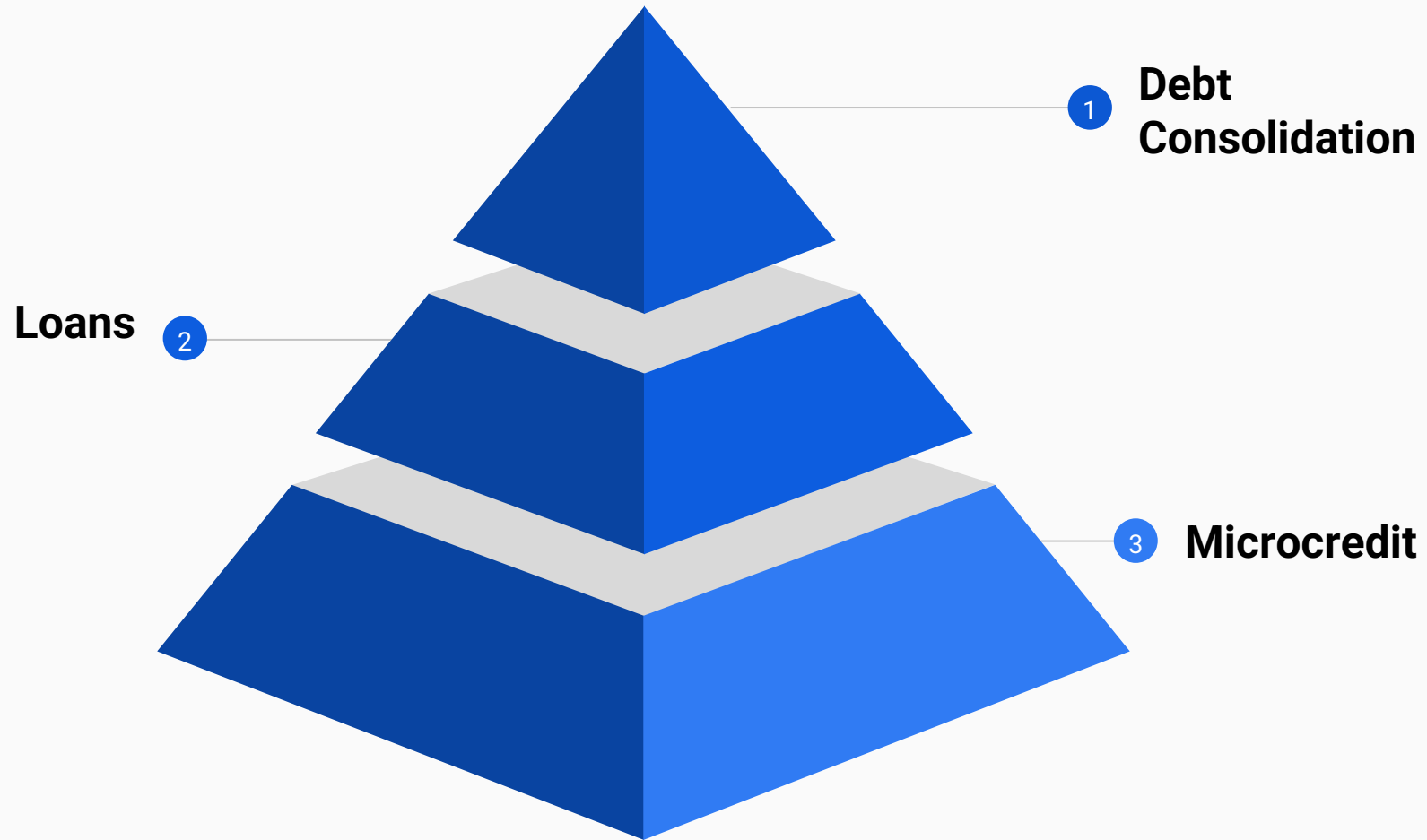
03 Long Term Goals

- Establish an additional office
- Develop a mobile application

04 Opportunity

- Covid-19
- Longstanding financial issues in Orlovista near Winter Park.

Services under the Pathways Program



Market Analysis

- Industry - Finance
- Target Market - 70% of Orlovista / Winter Garden family households
- Need
 - Households make \$40,000 or less
 - Financial hardships and evictions due to Covid-19 Pandemic
 - Lack of Financial Literacy among youth

A Diverse Market

- The finance-consultation industry has increased by 1.6% since 2018.
- Under pressure as larger organizations and startups opt for advanced tech and analytic solutions.
- 63% of Americans have at least one financial app on their smart phones

Focused on Servicing

- Moderate-to-low income households
- College students and Millennials
- Those who have not had the access to financial institutions in the past

Operating Plan

Key Customers

- Households
- Individuals
- Focus on Young People

Forms of Revenue

- Advertisements
- Services
- Pathway Program Monthly Charges

Our Team

- Mental Wealth is comprised of Caleb Izaguirre, Jean-Luc Cruz, and Colin Michael Fahey

Summary

- PaFway will solve a major financial inclusion problem in Central Florida
- Accessibility of debt consolidation, microcredit, and microloans based on an easy and affordable onboarding process
- Pathways Program that allows clients to track individual growth areas in order to accomplish objectives that fit their needs

THANK YOU

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