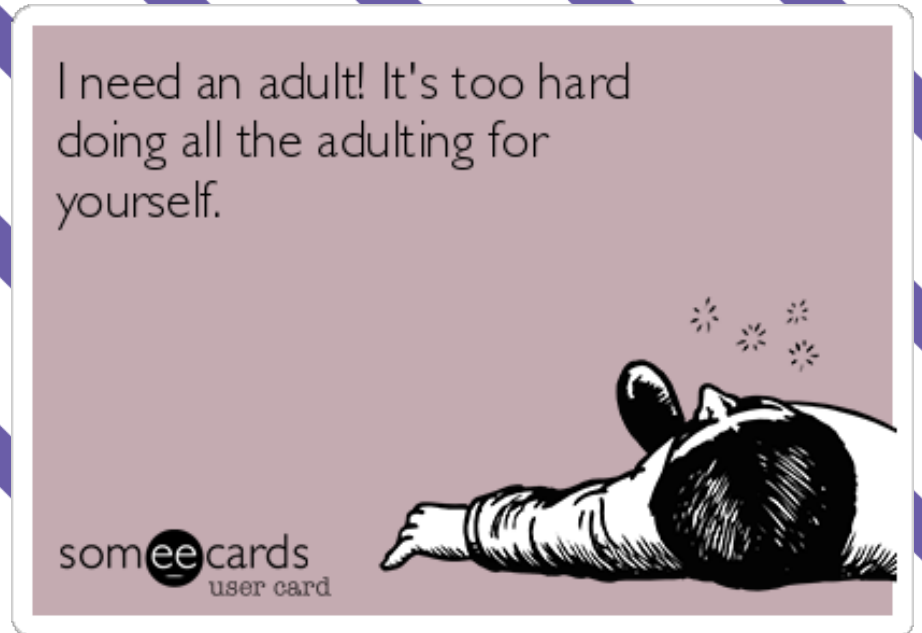




Everyday solutions for *adulting* like a PRO

Adulting is F#&% hard



Most teenagers (15+) depend on  
their parents for money, access to  
education, and getting stuff.





Teenagers and young adults are:  
frustrated, not motivated,  
depressed, and not positive about  
their future.



In Latin America, there are no  
solutions designed for teens  
(15+)to help them surf the *adulthood*  
process





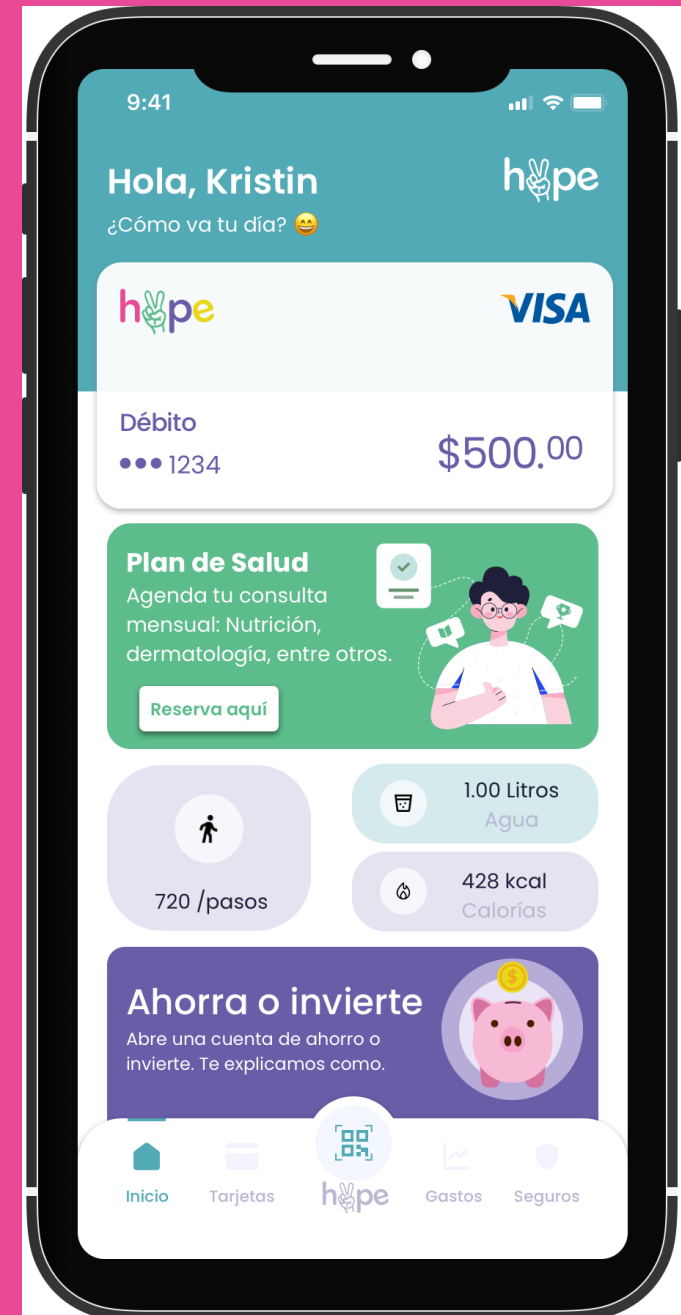
*We feel this problem*

Dropping out of college, at 20, mid-sophomore year, with no  
job qualifications, and no alternatives

(Sucks to be you)



Adulting like a pro, in one app





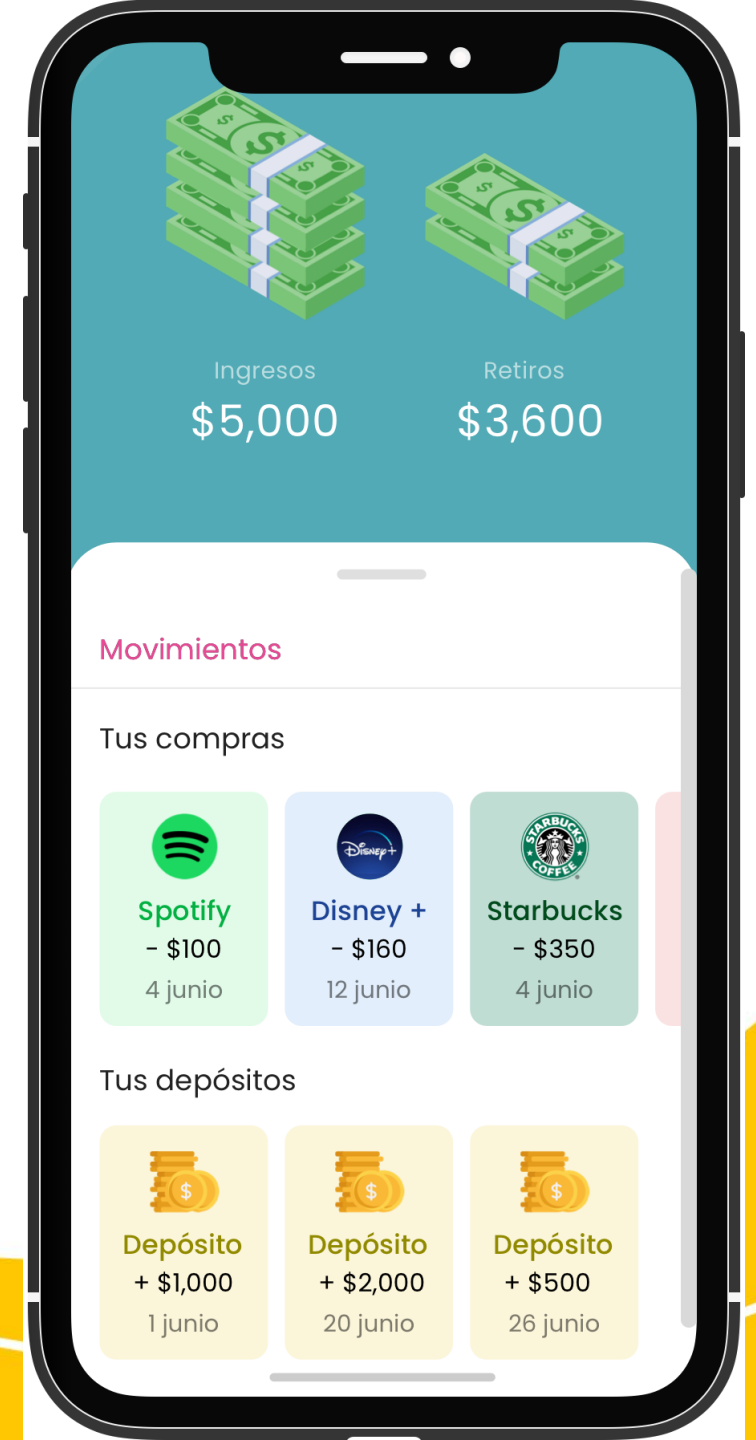
- Money management through a simplified wallet
- Student loans, simple and tailored-made
- Peer-to-peer payments (á la Venmo)
- Tele medicine with an emphasis on mental health
- 360° Safety when going out or traveling
- Advice for spending with AI analytics
- Gamified rewards and personalized promotions





# Wallet

- Spend analytics and savings advice
- Robo advisor motivates best practices
- Earn rewards based on behavior



# Student Loans

- Tailored to needs
- No hidden fees
- Flexible terms and rates
- No surprises
- Immediate access to cash





- Peer-to-peer payments
- Social interfaces
- Debit/Credit card ready



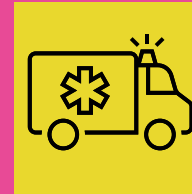
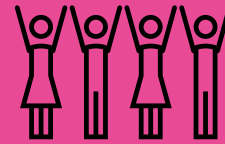
# Mental and personal health

- 24/7 Specialized online attention
- Doctors and specialists on call
- Support Groups
- Online therapy



# Personal safety

- Periodical check-ins
- Geo fences and alarms
- Concierge Support
- Access to emergency support
- Linked to wearables
- 360° monitoring



# Sustainability engagement

- Getting involved
- Volunteering opportunities
- Raising funds
- Making a difference
- Tracking their CO2 footprint



# Market Opportunity



## Total Addressable Market (TAM)

153 Million between 15-24 years old, in México, Guatemala, Ecuador, and Colombia.

## Serviceable Addressable Market (SAM)

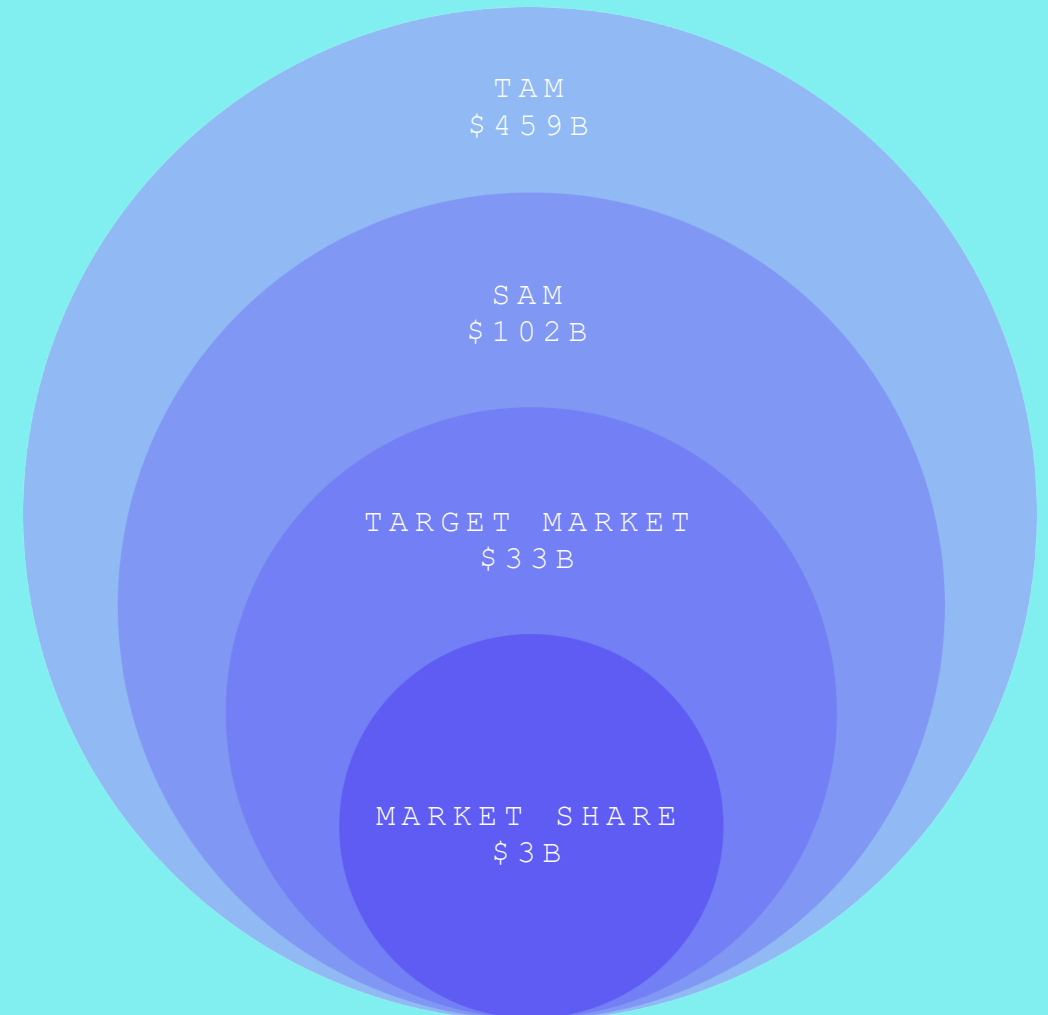
34 Million in higher education (HS, Technical and Undergrad)

## Target Market

11 Million that is suburban, native digital within low mid, to mid high income segments

## Market Share

1.2 Million that fit into our target market





We have partnered with top universities in Mexico, improving the customer experience, and speeding adoption

The logo of UDEM (Universidad del Estado de México), consisting of the letters "UDEM" in a bold, black, sans-serif font centered within a solid yellow rectangular background.The logo of UDLAP (Universidad del Distrito Federal), consisting of the letters "UDLAP" in a bold, orange, sans-serif font centered within a white rectangular background with a thin grey border.



# Financial health program launch with Tec de Monterrey



Monterrey, N.L. a 12 de Agosto de 2022

**Othón Rodríguez Gojón**  
**Director de Operaciones**  
**Hype**

El Instituto Tecnológico y de Estudios Superiores de Monterrey tiene conocimiento de que Hype se encuentra elaborando una propuesta de Préstamo Educativo para alumnos y Padres de Familia o Tutores, donde la relación crediticia que se establezca será exclusivamente entre el Alumno y su Padre o Tutor con Hype, sin que el Instituto Tecnológico y de Estudios Superiores de Monterrey se involucre de forma alguna o tenga algún tipo de responsabilidad o garantía sobre dicha relación comercial.

Dicha oferta de préstamo educativo hasta donde nos ha declarado Hype contará con condiciones adecuadas y competitivas que pueden incluir entre otras:

- a) Plazo mayor a un año;
- b) Tasas y condiciones competitivas;
- c) Trato digno a los Alumnos, Padres o Tutores, evitando en todo momento prácticas de cobranza que incluyan llamadas o visitas en horarios no hábiles o de fin de semana.

Hype declara también que su proceso de otorgamiento incluirá un estudio de viabilidad crediticia de la persona obligada al pago del Préstamo Educativo y sólo aquellos que cumplan con los requisitos necesarios serán candidatos a obtenerlo y su emisión no tendrá responsabilidad alguna para el Instituto Tecnológico y de Estudios Superiores de Monterrey.

Atentamente,



Héctor Alfredo Márquez Treviño

Contralor General

Instituto Tecnológico y de Estudios Superiores de Monterrey

Our vision includes offering advice for every step into a healthy lifestyle: finances, health, community, education, safety, etc.



## TEAM

Balanced and experienced team, solid financial background, with tech savvy people. Not our first rodeo.



**CARLOS A.  
MENDEZ**

CEO + FOUNDER  
USA



**OTHON  
RODRIGUEZ**

COO  
CDMX



**CHRISTIAN  
RAMOS**

PRODUCT DEV  
CDMX



**CARLOS  
HERNANDEZ**

CTO  
CDMX



**EDGAR  
MANOATL**

SENIOR DEVELOPER  
CDMX



**LUIS CARLOS  
ACEVES**

UX/UI GURU  
MONTERREY, MX



INVESTORS



# Contact us

[cmendez@hypeapp.mx](mailto:cmendez@hypeapp.mx)

(646)849-5495

[www.hypeapp.mx](http://www.hypeapp.mx)

