

TRANSUNION STARTUP CREDIT KIT

Depersonalized
consumer credit data
made available to new
startup companies,
faster and easier

TransUnion Startup Credit Kit is the latest TransUnion offering supporting entrepreneurial innovation.

How startups are using consumer credit data

No matter if you're starting a FinTech company or exploring how consumer credit data can fuel new business models, TransUnion's Startup Credit Kit can help you:

- Access depersonalized consumer credit data quickly through an accelerated compliance review
- Explore the market for untapped opportunities
- Determine viability of your products by analyzing real-world depersonalized consumer credit data
- Focus your early-stage team on high-potential market segments and product opportunities
- Prove out your concept to raise funding in the early stages of the startup lifecycle

These innovative solutions are available:

- **CreditVision[®]**: Gain a more complete view of consumers and their credit histories through trended credit data.
- **CreditVision[®] LinkSM**: Leverage the first score to combine trended credit bureau data and alternative data sources for a clearer picture of a consumer's risk.
- **Fraud Prevention Exchange**: Recognize fraudulent identities and behavior with access to information from other lenders combined with available data from TransUnion's entire network of customers.
- **IDVisionSM Alerts**: Get notified if there's something suspect about how an identity is being used.
- **PeerIQ Credit InsightsTM**: Quickly analyze market trends and historical performance via this analytical platform for each consumer credit asset class, going back to the year 2000. Also use Credit Insights to benchmark the performance of your own portfolio against market data.

How it works

THE PLANNING PACKAGE

Depersonalized solutions for early stage startups

Access to depersonalized CreditVision and CreditVision Link scores, attributes and raw data

- **CreditVision:** Eight quarterly depersonalized archives
- **CreditVision Link:** Two annual depersonalized archives
- Sample of 500,000 records for student, personal loans, credit cards, auto loans and mortgages
- Free of charge for up to 12 months*

Access to TransUnion data via our partner PeerIQ's analytic platform:

- **Credit Insights:** Track how your business is performing compared to the market and to your industry peers
- At no charge for six months*

THE LAUNCH PACKAGE

Personalized solutions for launched startups

Once your startup has launched, you'll have access to TransUnion's full suite of services including

- **Fraud Prevention Exchange:** Free for up to six months*
- **IDVision Alerts:** Free for up to six months* (if buying TransUnion credit reports)

Faster access to data

Introducing new business models without access to the right data can be a challenge. TransUnion's Startup Credit Kit enables your team to gain access to depersonalized consumer credit data quickly and helps minimize your cash burn and accelerate your startup's development.

Once your startup has launched, you will gain access to the Launch Package, which includes access to TransUnion's complete suite of fraud prevention and consumer credit solutions.

HOW TO GET STARTED

The Transunion Startup Credit Kit is only available to new startups via their investors. Check with your investor to see if they are already participating in the program and ask them to refer you to TransUnion. If none of your investors are participating but you would like access to these solutions, ask them to contact Transunion at startup_creditkit@transunion.com for more information.