

EXECUTIVE WHITE PAPER

Value of Genie Credit Protocol to its Licensees

Fintechs, marketplaces and other app-based platforms

PREPARED FOR

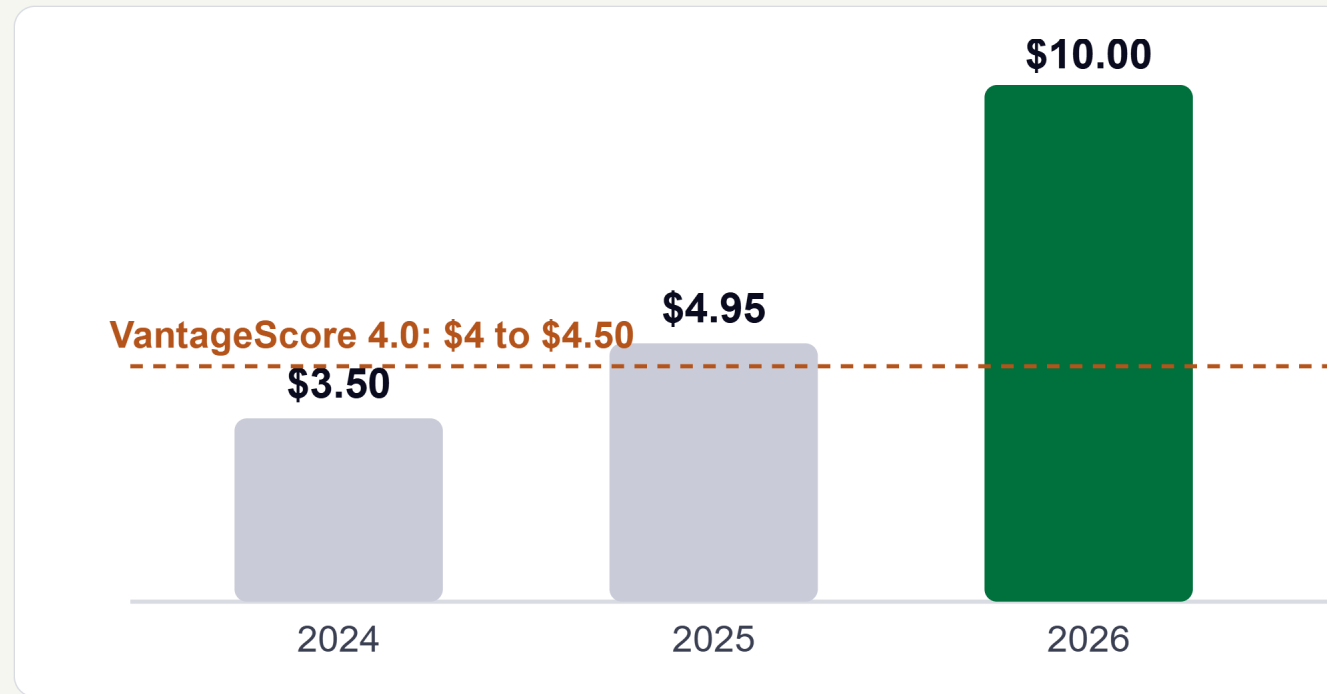
Fintechs, e-commerce platforms,
marketplaces, executives

PREPARED BY

Genie Capital Ltd



Credit costs scale with applications, not with success.



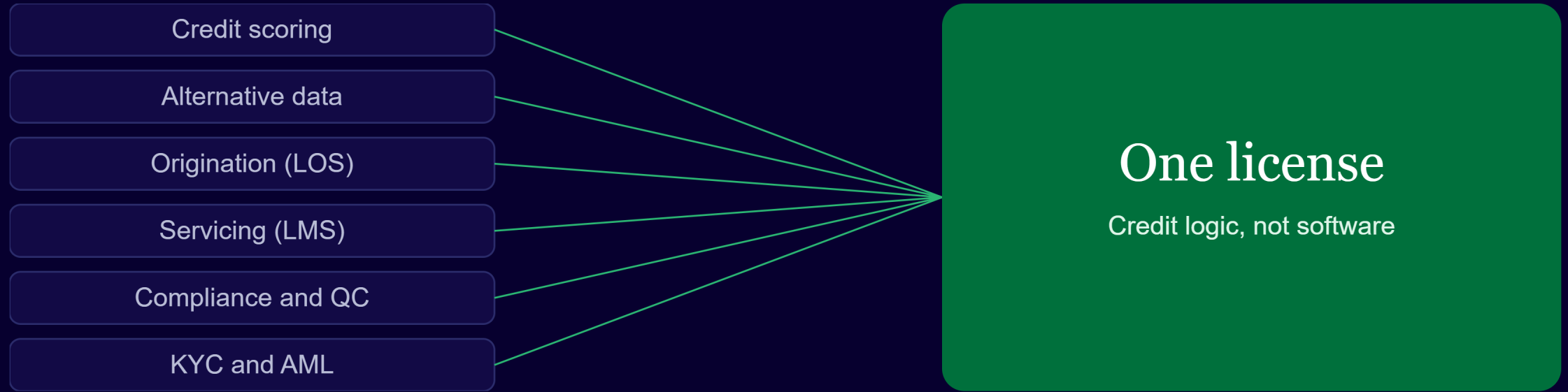
Paid on every application

Each score pull, data call and compliance check is billed whether or not the loan closes or the user stays.

A moving price

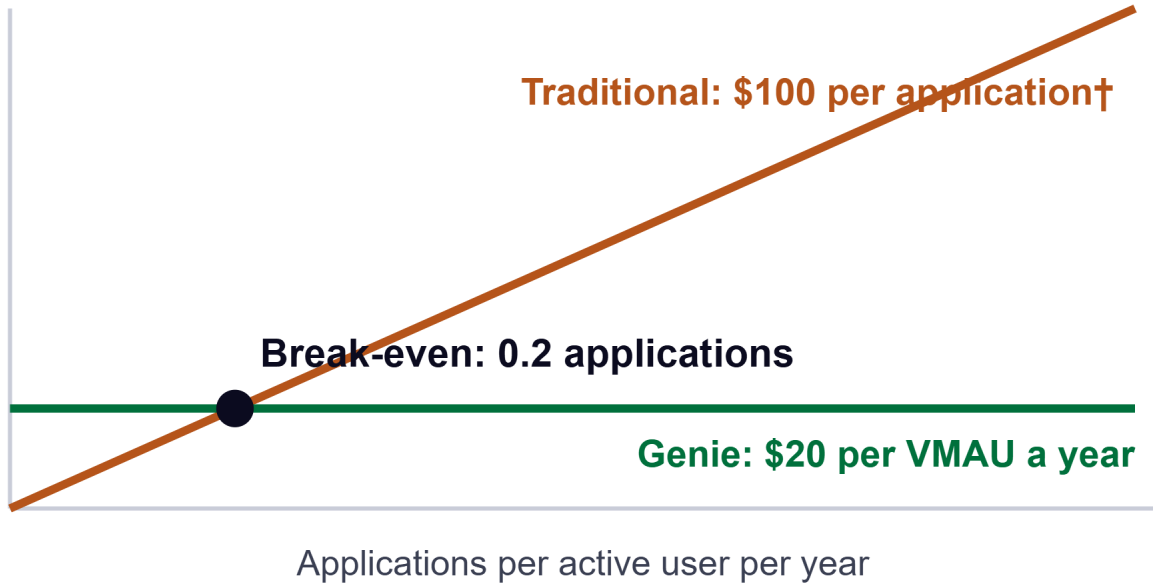
The wholesale FICO mortgage score reached \$10 in 2026, up from \$4.95 in 2025. Bureau-owned VantageScore 4.0 is priced at \$4 to \$4.50.

One license in place of a stack.



Genie Capital supplies no software, SDKs, APIs or hosted services, and takes no revenue share. The licensee embeds the logic in its own systems and builds its own credit products.

Two fees, both tied to what you control.



Annual license

Tiered by market, with a floor price.

Royalty per VMAU

Per Verified Monthly Active User, tiered by market with a floor rate, paid monthly in arrears.

Nothing else

No revenue share, setup, training, certification, audit or pass-through costs.

† Illustrative, not a forecast. \$20 per VMAU a year (US example) against a \$100 per-application stack cost (Genie Capital estimate). Genie replaces the logic layer, not every cost.

Deterministic by design.

λ

Erosion

Purchasing-power and cost pressure

β

Default risk

Probability and severity of payment failure

α

Discontinuity

Operational and business instability

ω

Momentum

Real growth and productivity

	Typical ML engine	Genie Credit Protocol
Compute	GPUs, inference clusters	Modest servers or in-process
Talent	Data scientists, MLOps	A backend team that can implement the spec
Audit	Hard to replay	Same input, same output, replayable
Model drift	Retraining as data shifts	No training set; explicit calibration

Given the factor estimates the output is fully determined. Model-risk guidance: Federal Reserve SR 11-7.

Explainability is a requirement, not a feature.

UNITED STATES

Specific reasons required

The CFPB states that ECOA and Regulation B do not permit complex algorithms where a creditor cannot give specific and accurate reasons for adverse action.

EUROPEAN UNION

Credit scoring is high-risk

Annex III of the AI Act covers creditworthiness assessment of natural persons. Obligations apply from 2 December 2027.

BUILT IN

What the protocol provides

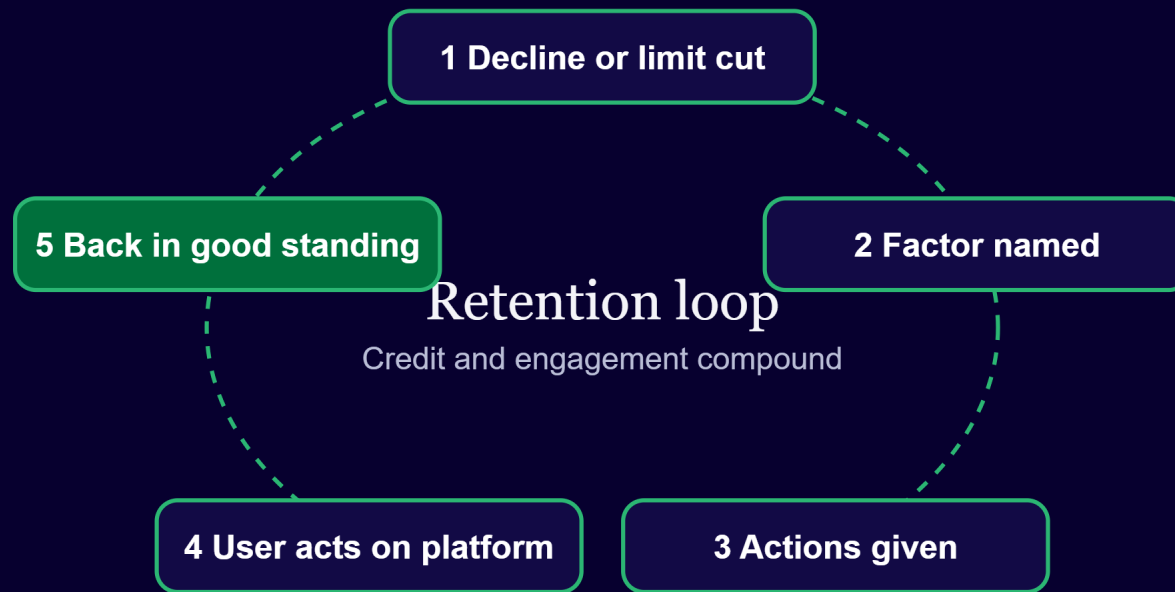
A named dominant factor, replayable decisions, audit trail, appeals, human review and fairness monitoring.

RESPONSIBILITY

What remains the licensee's

Lending licenses, KYC, AML, usury and consumer protection law. Determinism eases the work; it does not remove high-risk classification.

Every decline becomes a reason to stay.



The loan is a living covenant

Green standard monitoring

Yellow early warning

Orange 48-hour recovery window

Red acceleration and human review

Green Bonus lower rate, higher limit

Lower churn means lower reacquisition cost and higher lifetime value. The platform becomes the source of both commerce and capital.

Ownership without isolation.

Your data

No sharing with Genie Capital, no cross-border transfer risk, full control of consent and deletion.

Your customer

Genie Capital is invisible to the borrower. No disintermediation; the licensee keeps the full lifetime value.

Your system

No per-seat, per-call or per-decision pricing. The engine is an asset, not a rental.

INCENTIVES

Aligned risk

The royalty follows verified active users, so Genie Capital earns more only when your users stay and engage.

TIMING

Early-mover terms

The first two or three licensees in a market lock in floor rates. Hard markets add a 12-month head start, not exclusivity.

An investment in a permanent capability.

STRONG FIT

- Active user base and integration-capable dev team
- Existing KYC and behavioral platform data
- Enough monetization to carry the royalty

WEIGH CAREFULLY

- Very low credit penetration on a large user base
- Thin development capacity or no calibration expertise
- Markets where lending licenses are not yet in place

Ownership without isolation. Alignment without dependency. Determinism without rigidity.