

QUESTION OF THE DAY

Do you plan to raise venture financing this year – or are waiting for valuations to increase?

TIER

Technology
Executives
Roundtable

February 2023

Atlanta's Technology Executives Roundtable

Venture Capital – NEW Issues for Raising Your Next VC Round in 2023 (and BIG Challenges).

*Please hold until
the session begins*

TEER | Technology Executives Roundtable



John Wichmann

President 2023

Technology Executives Roundtable

Founder & CEO, Gather Sciences

Your Forum

Candid discussion

CEOs, CFOs, CTOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

Thank you to our generous ATL sponsors

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Leveraging AI to Reduce Merchant Churn

“What is the probability of retaining your spouse?”



Problem

Incumbent payments processors are losing billions of dollars as a result of **merchant churn**

Annually, payments processors lose more than 20% of their clients due to the **reactive** nature of retention strategies.



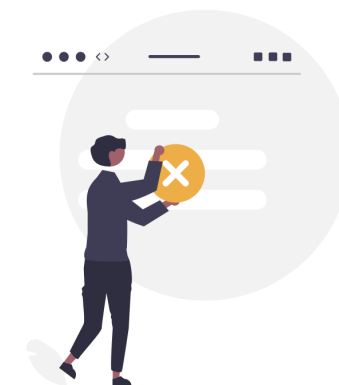
Retention teams don't know when a merchant will churn



Difficult to know when a merchant is unhappy

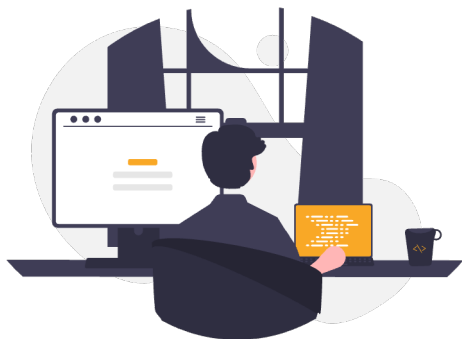


Contacting every merchant is inefficient and costly



Retention team is only notified after the merchant has decided to churn

What if your retention team could know **who** will churn and **why**?



Know exactly when
a merchant is
unhappy



Contact merchants
with the highest
probability of churning



Proactively solve
problems before
merchant churns

The future of retention is **PROACTIVE**

Intuitive dashboard, designed to help retention teams prioritize outbound campaigns.

Search

Search by MID when a merchant calls to see if he was identified at risk of churning and why.

Sort

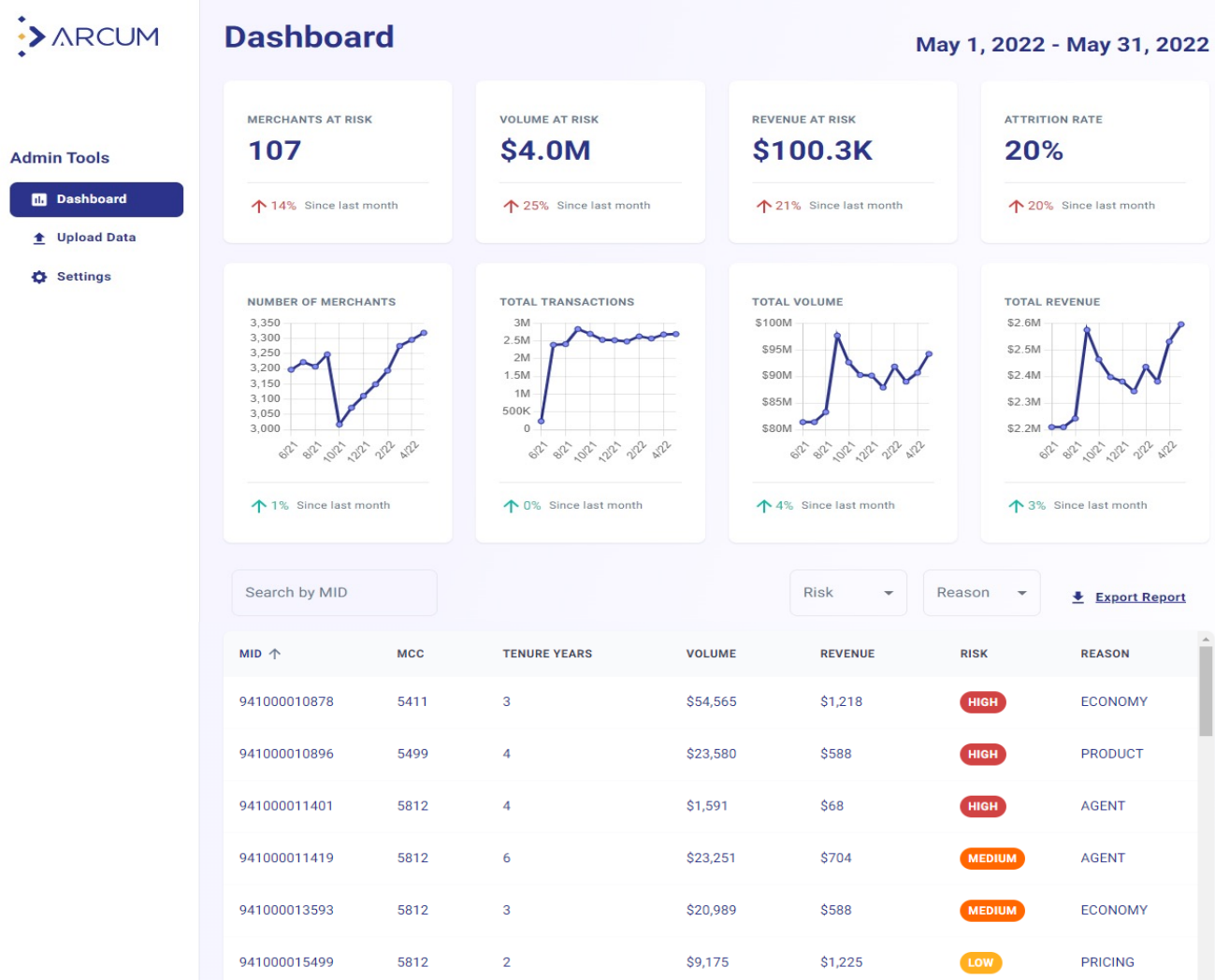
Sort by any column available in the dashboard, including risk, reason, volume and revenue.

Filter

Filter by reason or risk score to assign merchants at risk to specific retention agents.

Export

Export merchants at risk of leaving for a specific month to an Excel sheet.



How does Arcum work?

Our solution runs econometric and machine learning models across 300 different data points to tell payments processors **who** is at risk of churning and **why**.

Ease of onboarding

Our clients can easily and securely, upload their historical merchant data through our portal.

AI Driven Insights

Our AI solution analyzes the merchant data along with macroeconomic inputs to map out the patterns and behaviors of merchant churn.

Intuitive Dashboard

Through our dashboard, the client can see portfolio trends as well as who is at risk of churning in the next twelve months and why.

On average, our clients can reduce churn by 10% in the first 6 months of engagement

Admin Tools

- Dashboard
- Upload Data
- Settings

MID ↑	MCC	TENURE YEARS	VOLUME	REVENUE	RISK	REASON
941000010878	5411	3	\$54,565	\$1,218	HIGH	ECONOMY
941000010896	5499	4	\$23,580	\$588	HIGH	PRODUCT
941000011401	5812	4	\$1,591	\$68	HIGH	AGENT
941000011419	5812	6	\$23,251	\$704	MEDIUM	AGENT

Machine learning and payments processing experts

Worked previously together solving subscriber churn in the publication industry



Sebastian Builes
Chief Executive Officer

MS in Applied Economics from Florida State. Oversaw portfolio analytics for 500k merchants worldwide at EVO Payments.



mather:



Tad Zhang
Chief Operating Officer

MS in Actuarial Science and Mathematical Risk from Georgia State. Deployed machine learning models to combat fraud for Fortune 500 companies.



mather:



Empowering retention teams

Venture Capital – NEW Issues for Raising Your Next VC Round in 2023 (and BIG Challenges)

February 21, 2023



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PLEASE
STAY AFTER FOR

Q&A
with today's panel

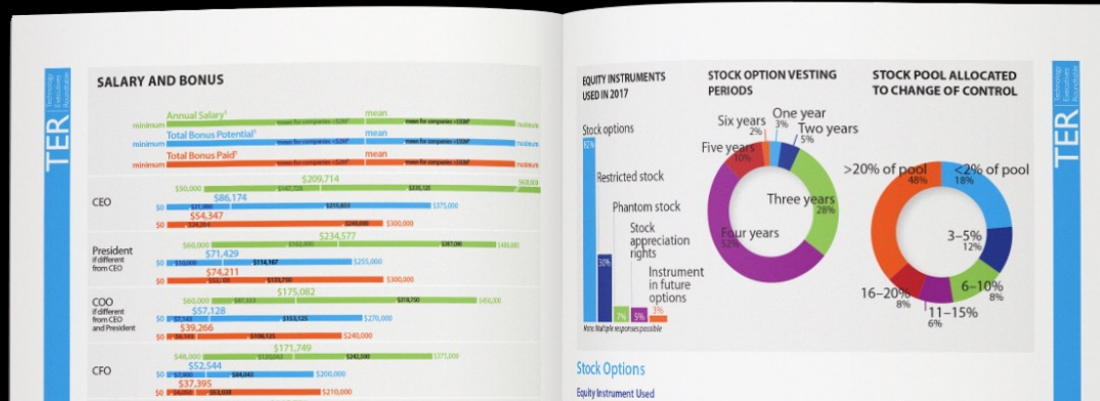
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All data is kept confidential. Only aggregated results are published.



Please join us for our
March 2023 event
(in-person and virtual)

Meet Atlanta's New Tech Leader –
Donald Beamer
Sr. Tech Advisor to Atlanta Mayor
Andre Dickens

March 21, 2023