

**FACT SHEET  
MAY 2019  
UPSTART NETWORK, INC.**

**I. STATEMENT OF PURPOSE – JOB CREATION**

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of up to five (5) consecutive years in consideration of an investment of approximately \$1,400,000 and the creation of 100 new full-time permanent positions.

**II. PROJECT HISTORY**

Upstart Network, Inc. is the first online lending platform to leverage artificial intelligence and machine learning to price credit and automate the borrowing process for personal loans using non-traditional variables, such as education and employment, to predict creditworthiness. First launched in April 2012, Upstart has demonstrated strong credit performance and maintains one of the industry’s highest consumer ratings according to leading consumer review sites.

Upstart Network, Inc. is proposing to invest approximately \$100,000 in technology, \$200,000 in machinery and equipment, \$100,000 in furniture and fixtures, and \$1,000,000 in leasehold improvements to establish operations at 711 N. High Street, Columbus, Ohio 43215, parcel number 010-031749 and 886 N. High Street, Columbus, Ohio 43215, parcel number 010-007464. With this project, the company plans to begin initial operations at 886 N. High Street, Columbus, Ohio 43215, parcel number 010-007464 and take a permanent lease of an approximately 15,446 sq. ft. at 711 N. High Street, Columbus, Ohio 43215, parcel number 010-031749 to support an administrative operation. Additionally, Upstart Network, Inc. will create 100 new full-time permanent positions with a cumulative estimated annual payroll of approximately \$10,750,000 to support its growth.

Upstart Network, Inc. is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist with this expansion project.

**III. PROJECT INVESTMENT**

<b>INVESTMENT TYPE</b>	<b>PROPOSED VALUE</b>
Improvements to Existing Building	\$1,000,000
Furniture and Fixtures	\$200,000
Computers and Technological Upgrades	\$100,000
Machinery and Equipment	\$100,000
<b>TOTAL INVESTMENT</b>	<b>\$1,400,000</b>

**IV. DECISION & TIMING**

The project is expected to begin as soon as May 2019 with an anticipated completion date of July 2019, pending Columbus City Council approval of the recommended tax incentive.

**V. EMPLOYMENT**

The project is expected to create 100 new full-time permanent positions within five (5) years with a new estimated annual payroll of approximately \$10,750,000.

<b>Position Title</b>	<b># of New Jobs</b>	<b>Hourly Rate</b>	<b>Annual Salary</b>	<b>Total Estimated Payroll for New Jobs</b>
Data Scientist	20	\$72.16	\$150,000	\$3,000,000
Software Engineer	30	\$72.16	\$150,000	\$4,500,000
Recruiter	2	\$31.25	\$65,000	\$130,000
Office Manager	1	\$31.25	\$65,000	\$65,000
Loan Servicing	17	\$25.00	\$52,000	\$1,105,000
Operations Manager	2	\$31.25	\$65,000	\$130,000
Onboarding Support	28	\$25.00	\$52,000	\$1,820,000
<b>Total</b>	<b>100</b>			<b>\$10,750,000</b>

Total cumulative new payroll over the term of the Jobs Growth Incentive to Columbus will be approximately \$10,750,000.

Benefits provided to new employees begin immediately upon hiring and includes the following:

- Paid Holidays
- Medical/Dental Insurance
- Disability Pay
- Training & Education Bonuses
- Vacation Pay
- 401K Retirement Plan
- Annual Bonus

The proposed project site will be located at 711 N. High Street, Columbus, Ohio 43215, parcel number 010-031749 and 886 N. High Street, Columbus, Ohio 43215, parcel number 010-007464, which is accessible by public transportation.

**REQUESTED PUBLIC PARTICIPATION**

The Department of Development recommends a dual-rate Jobs Growth Incentive in an amount equal to (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, both for a term up to five (5) consecutive years.

Should Upstart Network, Inc. not be able to sufficiently document residency for an employee associated with this project during a calendar year of the term of the agreement, the default rate of the Jobs Growth Incentive to be applied that calendar year for that new employee shall be twenty-five percent (25%).

**VI. NEW TAX IMPACT**

<b>NEW REVENUE SUMMARY</b>		
<b>Revenue</b>	<b>Average Annual</b>	<b>5-year Summary</b>
A. New City Income Tax Revenue	\$268,750	\$1,343,750
<b>Incentive</b>	<b>Average Annual</b>	<b>5-year Summary</b>
B. Proposed Incentive is equal to:  (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term up to five (5) consecutive years; and  (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, for a term up to five (5) consecutive years.	\$67,188 (at 25%) to \$80,625 (at 30%)	\$335,938 (at 25%) to \$403,125 (at 30%)
<b>Total</b>	<b>Average Annual</b>	<b>5-year Summary</b>
C. Net Value to City (i.e., A. - B.)	\$201,562 (at 25%) to \$188,125 (at 30%)	\$1,007,812 (at 25%) to \$940,625 (at 30%)

**VII. TAX BENEFIT**

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$335,938 (at 25%) – \$403,125 (at 30%) for Upstart Network, Inc. over the incentive term of five (5) consecutive years.

**VIII. AREA IMPACT/GREEN INITIATIVES**

Upstart Network, Inc. reduces waste and energy use through recycling, lighting, and electronic records systems.