



**Proud Curql Fund I
Portfolio Company**

Turn Member Data into Measurable Growth

Our AI-powered platform reveals who to target, when to engage, and how to grow relationships profitably. With predictive insights that are easy to use, your team can drive measurable growth, boost retention, and deliver personalized experiences at scale.

Why Choose BlastPoint: Powered by Curql

As a Curql Fund I portfolio company, BlastPoint is part of a handpicked group of fintechs shaping the future of credit unions.

This partnership brings:

- **Credibility:** Backed by a credit union-led investment network
- **Industry Fit:** Built for the credit union model
- **Shared Values:** Member-first innovation and long-term impact

By partnering with BlastPoint, you tap into both our expertise and the forward-thinking Curql network.

What We Do for Credit Unions

- ✓ **Accelerate Growth**
 - Convert best-fit prospects and indirect loan holders into new members.
 - Credit unions using BlastPoint have seen **4% membership growth**
- ✓ **Boost Product Revenue**
 - Target members most likely to adopt loans, credit cards, or deposit products.
 - One credit union projected **\$447K in annual revenue** from improved targeting.
- ✓ **Reduce Attrition Risk**
 - Detect early signals of disengagement and take proactive action.
 - Clients saw **up to 80% higher engagement than peer credit unions.**
- ✓ **Cut Outreach Costs**
 - Focus marketing on segments with the highest conversion potential.
 - One campaign saw a **70% reduction in costs, saving over \$80K.**
- ✓ **Optimize Collections**
 - Identify and engage at-risk accounts before delinquency escalates.
 - A single campaign led to **47% of recipients paying in full.**

Proven Impact

Credit unions using BlastPoint have achieved:

x2

Member Growth Rate

83%

Reduction in CAC

38x

in Acquisition Campaign Conversions

Ready to See What's Possible?

Your members are telling you what they need — in their data. BlastPoint helps you hear it, act on it, and grow.



**Schedule Your Executive
Strategy Session Today**

