- **Promise** was founded in 2017 to build software to improve criminal justice outcomes.

- As we worked with more and more government institutions, it became clear that one problem consistently stood in the way of success: payments.

- Promise provides alternative payment solutions for cities, counties, states, and utilities across the country.

- Our team is a combination of technology experts from companies like **Palantir**, **Stripe**, **Google**, and leaders from the public sector.

- We are backed by a diverse group of venture capital firms like YC, First Round, Kapor Capital and ROC NATION.
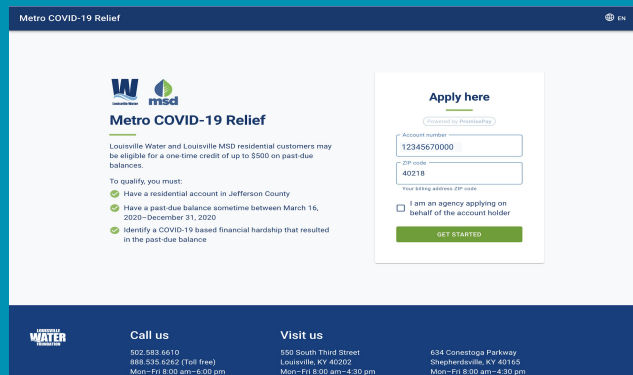
Product Suite

Promise builds software to implement and execute affordability strategies at scale.

Payment Plans
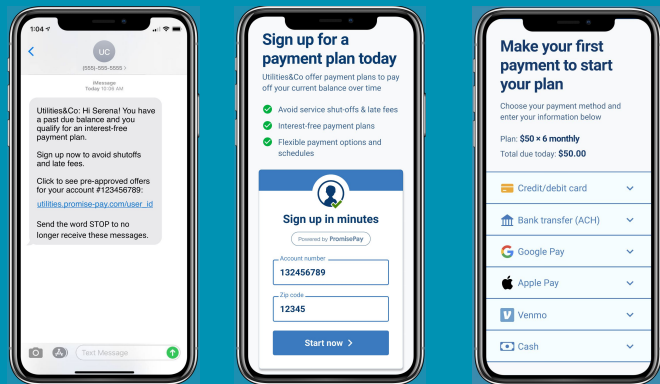
Grant Portals

Promise.

Louisville Water & MSD

Promise has been a huge success for LW with the following results:

- **5,000 accounts** enrolled in payment plans

- **90% success rate** of payment plans

- **$4,500,000** in grant disbursements

- **70%** of enrolled participants maintaining regular bill payments

> *Words can't explain how truly GRATEFUL I am for the assistance. It was truly a BLESSING.*
>
> *It was very simple to apply & only took about 5 min. total.*
>
> *So relieved that this is a worry I can mark off my checklist. Thank You soooo VERY MUCH.*
>
> **Amber T**
> COVID Relief Recipient

> *#Teamkentucky is the best, thank you all so much for your help during these difficult times 😊.*
>
> **Amanda R**
> COVID

> *It was very easy to apply for the credit with just a few clicks.*
>
> *I am so appreciative of this much needed assistance.*
>
> **Tammy W**
> COVID Relief Recipient

Customer Journey - Current Initiatives

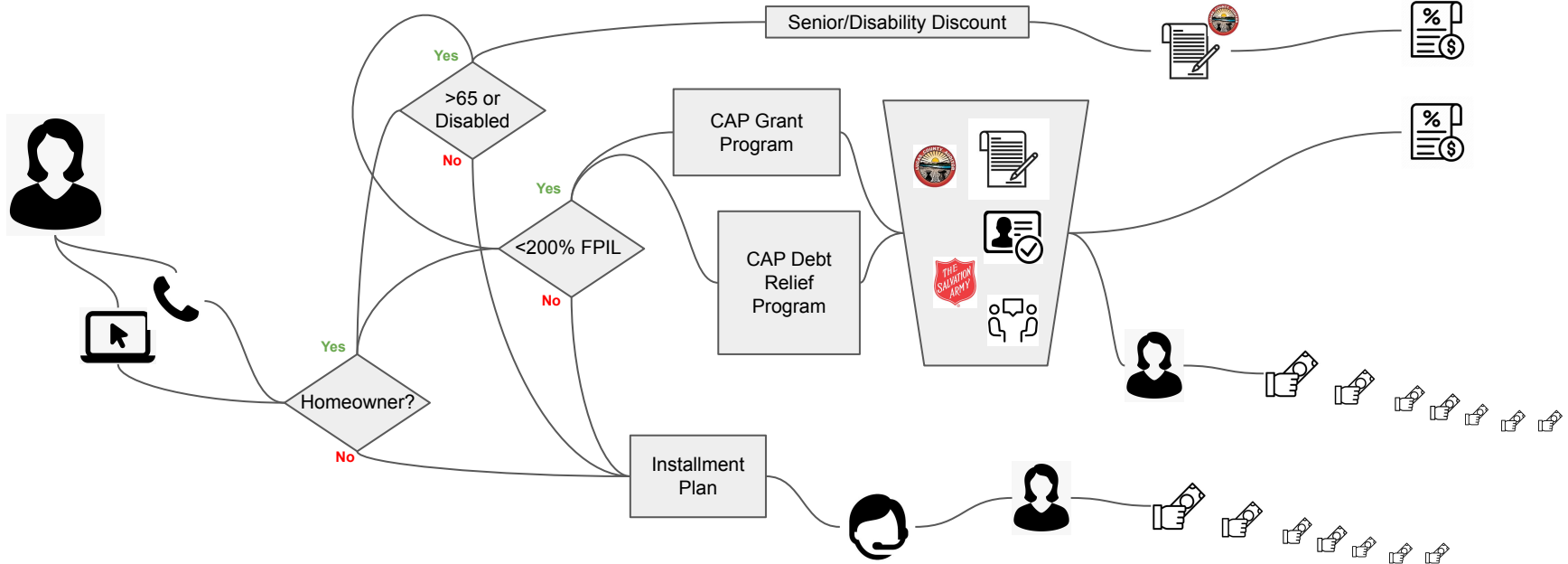**Discovery** | **Eligibility** | **Action** | **Success**

What are the primary means of awareness and engagement.

What are the criteria for benefit enrollment.

What are the steps required to participate.

What are the long term impacts to stakeholders.

Senior/Disability Discount

>65 or Disabled — Yes / No

<200% FPIL — Yes / No

Homeowner? — Yes / No

CAP Grant Program

CAP Debt Relief Program

Installment Plan

Customer Journey - Promise Platform

Discovery	Eligibility	Action	Success
What are the primary means of awareness and engagement.	*What are the criteria for benefit enrollment.*	*What are the steps required to participate.*	*What are the long term impacts to stakeholders.*

Promise.