



EQUITY RESEARCH

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# Super.com

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## Super.com

[Visit Website](#)

All-in-one app to save money, earn cash, and book discounted hotels with cashback and financial services

#travel #b2c #personal-finance

### FUNDING

**\$152,000,000**

2025

### Details

#### HEADQUARTERS

**San Francisco, MH**

#### CEO

**Hussein Fazal**



SACRA

### Valuation

Super.com (formerly Snapcommerce/SnapTravel) has raised approximately \$150 million in venture capital to date. The company secured an \$85 million Series C round in 2023, following an \$85 million Series B round in 2021 and an \$8 million Series A round in 2017.

Super.com has attracted investment from prominent backers including iNovia Capital, Titanium Ventures, and Acrew Capital, as well as individual investors like NBA star Steph Curry, Shopify President Harley Finkelstein, and Confluent co-founder Neha Narkhede.

### Product

Super.com operates as a "savings super app" offering multiple interconnected services centered around helping users save money, earn cash, and build credit. The platform began as SnapTravel, focusing on discounted hotel bookings via messaging platforms, but has since evolved into a comprehensive financial services ecosystem.

The Super Travel component provides access to discounted rates on hotels (savings of 20-30%), flights (5% off), and attractions. Users can book through the app or website, with inventory reportedly covering 500,000+ hotels worldwide.

Super Pay offers a secured Mastercard issued by MRV Banks that provides 1-10% cashback on purchases, with the highest rates (10%) applied to hotel bookings made through Super.com. The card helps users build credit by reporting activity to all three major credit bureaus (TransUnion, Experian, and Equifax).

Beyond these core offerings, the Super.com app includes additional features like cash advances ranging from \$20-\$250, earning opportunities through games and surveys, and discounts on everyday expenses like gas (5¢/gallon), groceries, and prescriptions (up to 90% off). All these features are enhanced for Super+ members, who pay \$15/month for premium benefits.

For the average user, the experience involves downloading the app, signing up for an account, and gaining immediate access to travel and shopping deals. Those who upgrade to Super+ can access additional savings and unlock the ability to redeem earnings to their Super.com Card, creating a closed-loop ecosystem where users save, earn, and spend within the Super.com platform.

### Business Model

Super.com employs a B2C super app model that combines transactional, subscription, and financial service revenue streams. The core strategy is to acquire customers through one product (typically travel discounts) and then cross-sell them into a broader ecosystem of savings and earning features.

The company monetizes through multiple channels: travel booking commissions (functioning similar to an OTA), the \$15 monthly Super+ membership fee, interchange revenue from card transactions, cash advance fees, and affiliate commissions from retail partners. This diversified approach allows Super.com to capture value across the customer journey rather than relying on a single revenue source.

Super.com's unit economics benefit from its ability to cross-sell services. CEO Hussein Fazal noted they've seen "a great cross-sell rate" between products, allowing them to amortize customer acquisition costs across multiple revenue streams. The company's Mission Aligned Teams (MATs) structure—with 70% of employees organized into cross-functional teams of 5-10 people—reflects this integrated approach to product development and monetization.

The business model is built around serving an underserved demographic: Americans with mid-to-low incomes and FICO scores who "don't just want to save—they need to save." By observing that 60-70% of their travel customers were paying with debit cards (indicating limited access to credit), Super.com identified an opportunity to create financial products specifically for this segment.

Unlike many personal finance apps that started with free, ad-supported models (which often proved unsustainable), Super.com has embraced direct monetization through subscriptions and transaction fees. The Super+ membership creates recurring revenue while incentivizing deeper platform engagement, as members get enhanced benefits across all services.

### Competition

#### Travel booking platforms

Super.com competes with established online travel agencies (OTAs) like Expedia and Booking.com, which dominate the market with enormous scale. While Booking.com drives approximately \$100 billion in sales, Super.com's \$1-2 billion represents just 1-2% of that volume.

Rather than competing head-on, Super.com focuses on specific deals and demographics that larger OTAs might overlook. Their original business model included finding unpublished rates and sending them via messaging channels—a strategy that provided a wedge into the market. However, they face challenges in inventory access, as they likely rely on relationships with wholesalers or affiliates rather than direct hotel contracts at the scale of major OTAs.

The company's travel offerings may also compete with last-minute deal specialists like HotelTonight (acquired by Airbnb) and discount-focused platforms like Hopper, which has similarly expanded beyond its core travel business.

#### Personal finance apps

Super.com's financial features position it against a range of personal finance apps that have evolved significantly in recent years. The landscape has shifted from free, referral-based models (like Mint.com, which struggled with low ARPU of \$2-3) toward subscription-based services like You Need A Budget (YNAB) and Monarch Money.

Traditional budgeting apps typically charge \$5-15 monthly for services focused on expense tracking and financial planning. Super.com differs by combining financial tools with practical savings opportunities (travel deals, shopping discounts) and adding credit-building features, making it more action-oriented than pure tracking apps.

The company's cash advance feature competes with apps like Dave (NASDAQ: DAVE), which reported \$259 million in TTM revenue (as of the most recent data) with 11 million customers and \$24 ARPU. Other competitors include Earnin, MoneyLion, and Brigit, which similarly offer advances, though Super.com's integration with travel and shopping differentiates its offering.

## Neobanks and fintech platforms

Super.com's card product places it in competition with neobanks and cashback-focused financial services. Companies like Chime (estimated at \$1.5B/year in revenue), Varo, and traditional banks offer secured credit cards and debit products targeting similar demographics.

The cashback and rewards space is particularly competitive, with companies like Rakuten, Honey (PayPal), and various card issuers offering shopping rewards. Super.com's strategy of providing enhanced cashback rates for in-platform purchases (10% on Super.com hotel bookings) creates an ecosystem incentive that more traditional financial services lack.

The combination of banking, rewards, and commerce puts Super.com in a category with "super apps" and financial platforms that are expanding beyond their core offerings. Cash App has moved from payments to banking, investing, and commerce; Klarna has evolved from BNPL to shopping discovery and banking; and various neobanks are adding marketplaces and lifestyle services to increase engagement and revenue.

## TAM Expansion

### Demographic expansion

Super.com's primary growth vector is reaching deeper into its target demographic: the roughly 183 million Americans with low-to-medium FICO scores and limited access to premium financial services. The CEO notes that "over 100 million Americans are struggling to make ends meet," with 75% lacking \$500 for emergencies.

This underserved market represents a significant opportunity as traditional financial institutions often overlook customers with less-than-perfect credit. By combining credit-building tools with practical savings opportunities, Super.com can acquire customers who may be rejected by premium credit cards or charged high fees by traditional banks.

The strategy includes tiered offerings that can grow with customers as their financial situation improves. Starting with secured cards and small cash advances, Super.com can graduate users to more sophisticated financial products over time, capturing increasing value as their income and credit worthiness grow.

### Product line expansion

Super.com has demonstrated a pattern of methodical product expansion, starting with hotel bookings, then adding flights, retail discounts, a secured card, and cash advances. Each addition builds on existing customer data and extends the platform's utility.

The company appears to be exploring several new product areas, including pharmacy discounts, grocery savings, and expanded retail partnerships. Its job listings reveal a focus on "earnings products," suggesting the platform may expand ways for users to generate income through the app, not just save money.

Future product expansion could include additional financial services like bill negotiation (similar to Rocket Money), automated savings features, or investment products designed for its target market. Super.com could also move into insurance, tax optimization, or education financing—areas where its core demographic frequently faces challenges.

## Geographic expansion

While Super.com currently focuses heavily on the U.S. market (95% of transacting customers), international expansion represents a significant growth opportunity. The company's travel platform already has global inventory, creating a foundation for market entry outside North America.

The company's remote-first approach to hiring (post-COVID) allows it to tap into global talent markets, potentially facilitating international expansion. Its origins in Toronto, combined with a San Francisco presence, already give it a multi-country perspective.

Market entry strategies could include targeting countries with similar financial inclusion challenges or expanding through partnerships with local financial institutions. The travel component provides a natural entry point, as it requires less regulatory navigation than financial services when entering new markets.

The super app model has proven particularly successful in emerging markets where users often leapfrog directly to mobile-first financial services. Super.com's bundled approach to savings, earning, and financial services could resonate in regions with underbanked populations similar to its U.S. target market.

## Risks

**Business model complexity:** Super.com's attempt to operate across multiple verticals (travel, retail, financial services) creates operational challenges and potential lack of focus. As the company adds more services, it must maintain quality across all offerings while competing against specialists in each category. Integration issues or uneven user experiences across different parts of the app could undermine the super app value proposition and lead to customer confusion or churn.

**Subscription sustainability:** The \$15/month Super+ membership fee represents a significant expense for Super.com's target demographic of budget-conscious consumers. If the perceived value of membership benefits diminishes over time or competitors offer similar savings opportunities for free, retention could suffer. While customer acquisition might be strong during promotional periods, maintaining long-term subscription revenue requires continuously refreshing and enhancing membership benefits to justify the recurring cost.

**Underwriting risk:** Super.com's cash advance offerings and secured credit card expose the company to potential credit losses if its underwriting models prove inadequate. While the company uses AI for underwriting and the secured nature of its card mitigates some risk, serving customers with lower FICO scores inherently increases default probability. Economic downturns could disproportionately impact Super.com's target demographic, potentially leading to higher-than-anticipated credit losses and putting pressure on this revenue stream.

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