



Free banking paid for by swipes: Chime charges members no monthly or overdraft fees and earns mostly when they spend, through the interchange fee merchants pay on each Chime debit or credit card purchase (\$1.50B of 2025's \$2.19B revenue). Because members route their paychecks to Chime, it can offer fee-free overdraft (SpotMe), pay advances (MyPay) and Instant Loans repaid first from the next deposit, which pushed platform-related revenue up 73% in 2025 and 48% in Q2 2026. Q2 2026 revenue was \$670M (+27%) with 10.4M Active Members and a second straight GAAP profit, and in September 2026 Chime agreed to buy its partner bank, Stride, for \$590M to own the bank behind the app.

BUSINESS MODEL CANVAS

Chime

Research date: Oct 7, 2026

Evidence-backed · sources in companion brief

KEY PARTNERS

- The Bancorp Bank and Stride Bank hold deposits (FACT).
- Visa-branded debit and secured credit cards (FACT).
- Partner banks under \$10B, exempt from Durbin cap (FACT).
- Buying Stride for \$590M; close expected H1 2027 (FACT).
- ATM / cash networks, Experian Boost, Atomic Invest (FACT).

KEY ACTIVITIES

- Win direct deposits (primary account) (FACT).
- Process swipes on in-house ChimeCore (FACT).
- Underwrite advances off pay history (FACT).
- MyPay \$4.5B originated in Q2'26, 0.9% loss (FACT).
- ~10% workforce cut announced Aug 2026 (FACT).

KEY RESOURCES

- Primary account for most Active Members (FACT).
- \$133.7B Purchase Volume in 2025 (FACT).
- ChimeCore processor + ledger (FACT).
- \$1.06B cash + securities at Jun 30, 2026 (FACT).
- No branches; 45,000+ fee-free ATMs via networks (FACT).

VALUE PROPOSITIONS

- No monthly or overdraft fees (FACT).
- **Get Paid Early** — up to 2 days (FACT).
- SpotMe fee-free overdraft (FACT).
- MyPay earned-wage advance (FACT).
- **Credit Builder** — no fees, no interest (FACT).
- Chime Prime cash back for \$3K+ depositors (FACT).

CUSTOMER RELATIONSHIPS

- App-first, self-serve (FACT).
- **Goal** — primary account + direct deposit (FACT).
- Prime members >2× average ARPAM (FACT).
- SpotMe Boosts + Pay Anyone (FACT).
- \$75K+ earners fastest-growing (FACT).

CHANNELS

- Social, paid and product-led marketing (FACT).
- Member referrals + bonuses (FACT).
- Chime Workplace via employers (FACT).
- **Allied Universal + retailer** — 350K+ staff (FACT).
- App, Visa card, ATM + cash-deposit networks (FACT).

CUSTOMER SEGMENTS

- Paycheck-to-paycheck U.S. consumers (FACT).
- 10.4M Active Members, +20% (FACT).
- \$75K+ earners fastest-growing (FACT).
- Employers via Chime Enterprise (FACT).
- Checking + cards in all 50 states; MyPay and loans not yet everywhere (FACT).

COST STRUCTURE

- Cost of revenue \$263M in 2025 (FACT).
- Transaction + risk losses \$407M (FACT).
- Sales + marketing \$635M (FACT).
- 2025 net loss \$1.01B, mostly IPO stock comp (FACT).
- Q2'26 net income \$28M (FACT).

REVENUE STREAMS

- **Interchange** — \$1.50B in 2025, ~69% (FACT; share INFERENCE).
- Platform-related \$686M in 2025, +73% (FACT).
- **Q2'26** — \$430M payments, \$240M platform (FACT).
- MyPay fees, OIT, ATM, loans, tips (FACT).
- **2026 guide** — \$2.725–2.745B (FACT).

Sources: sec.gov/Archives/edgar · sec.gov/Archives/edgar · sec.gov/Archives/edgar · sec.gov/Archives/edgar · sec.gov/Archives/edgar
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