



History

- 2013** Daniel Titcomb and James Bachmeier III founded Provide (*formerly known as Lendeavor*) in San Francisco, California. The company was founded on the insight that technology was fundamentally changing financial services for small businesses.
- 2016** After initially targeting the general SMB lending market, the company narrowed its focus to retail healthcare, finding product-market fit as a technology-enabled lender to dentists and veterinarians, and originated its first loan.
- 2017** Executed first bank partnership in a forward-flow agreement with First Internet Bank, and the Columbus office opened.
- 2018** Successfully raised Series A funding led by QED investors.
- 2020** Successfully raised Series B funding again led by QED investors and officially rebranded to Provide. When many competitors stopped lending due to COVID-19, Provide stayed open.
- 2021** **March:** Provide launched the healthcare industry's first-ever comprehensive practice marketplace, allowing providers to easily find available practices in their area and helping brokers market their listings.
- August:** Provide became a wholly owned subsidiary of Fifth Third Bank, operating as an independent business line. Insurance services subsidiary launched on Aug. 2.
- 2022** **November:** Provide received Columbus Business First's Biztech Inno Fire Award and was selected as a best place to work in Central Ohio by Columbus Business First.
- 2023** **March:** Provide was named to Fast Company's list of the World's Most Innovative Companies, ranking among the top 10 brands in the finance category.
- May:** The company launched the Provide Card: the credit card designed specifically for dentists and veterinarians with tailored rewards for their most frequent purchases for their practice.

