

JUDI.AI



Who are They:

Headquartered in Vancouver, JUDI.AI is fueled by a smart, passionate team of AI-driven credit scientists, machine learning enthusiasts, fintech developers and financial industry veterans who are committed to re-defining small business lending as friendly, fast and fair for all.

JUDI.AI believes it is critical that small businesses – the backbone of our economy – gain frictionless access to the financial support and business advice they need to survive and grow. But SMB lending can be hard. We want to make it easy for relationship lenders to say “yes” more often to small business borrowers. JUDI.AI is at the forefront of the small business lending space, providing a software platform that makes it easy for credit unions and community banks to digitally transform lending processes, become smarter lenders and build deeper relationships with their small business customers.

JUDI.AI is the operator of a business process automation system committed to offering hassle free underwriting and credit decisioning capabilities to financial market clients. The company focuses on offering quality goal setting and performance tracking services, enabling clients to experience technology based risk assessment and faster decision making scenarios.

The company, a subsidiary of Lendified (TSX:LHI), was acquired by a group of investors including Mr. Gord Baizley for CAD 152,996 on October 16, 2020.

Biography

Mr. Gord Baizley serves as Chief Executive Officer at JUDI.AI. Mr. Baizley serves as Entrepreneur-in-Residence at Garibaldi Capital Advisors. He served as Chief Financial Officer at Vision Critical. Before joining Vision Critical, he practiced business law at Bull, Housser & Tupper. Prior to that, he was an associate at a mid-market investment banking firm, where he worked on various corporate finance and advisory mandates, including capital raising assignments, and mergers and acquisitions. He has a joint LLB/MBA from the University of British Columbia and a BA from the University of Western Ontario. He is also a Chartered Financial Analyst and sits on the Board of Directors of the Dr Peter AIDS Foundation.