



PRESS KIT / OCTOBER 2026

One payment. Multiple credit cards. More room for life.

Company information and editorial resources for stories about a simpler way to manage credit cards.

AT A GLANCE

COMPANY

CardFlow Financial, Inc.

FOUNDER AND CEO

Chelsea Rogers

FOUNDED

2025

BUILT IN

Mississippi, USA

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COMPANY OVERVIEW

A simpler monthly routine

CardFlow brings the routine of managing multiple credit cards into one place. Members can view card information, choose how to allocate a payment, and make one consolidated payment distributed across supported cards. The experience is designed around convenience, organization, and control.

HOW IT WORKS

1

Bring your cards together

Connect supported credit cards and a bank account to organize card information in one view.

2

Choose your approach

Select Avalanche, Snowball, or a custom allocation, then choose the amount you want to pay.

3

Make one payment

Submit a consolidated payment and follow its distribution and status across your cards.

WHO IT IS BUILT FOR

Household CFOs

People who coordinate household bills and want a clearer, repeatable payment routine.

Organized optimizers

People who value systems, visibility, and intentional choices about where their payments go.

Busy professionals

People with full calendars who want fewer separate card-management tasks.

CardFlow works with members' existing credit cards. The service is a payment-management platform, not a new credit card or consolidation loan.

FOUNDER BIOGRAPHY

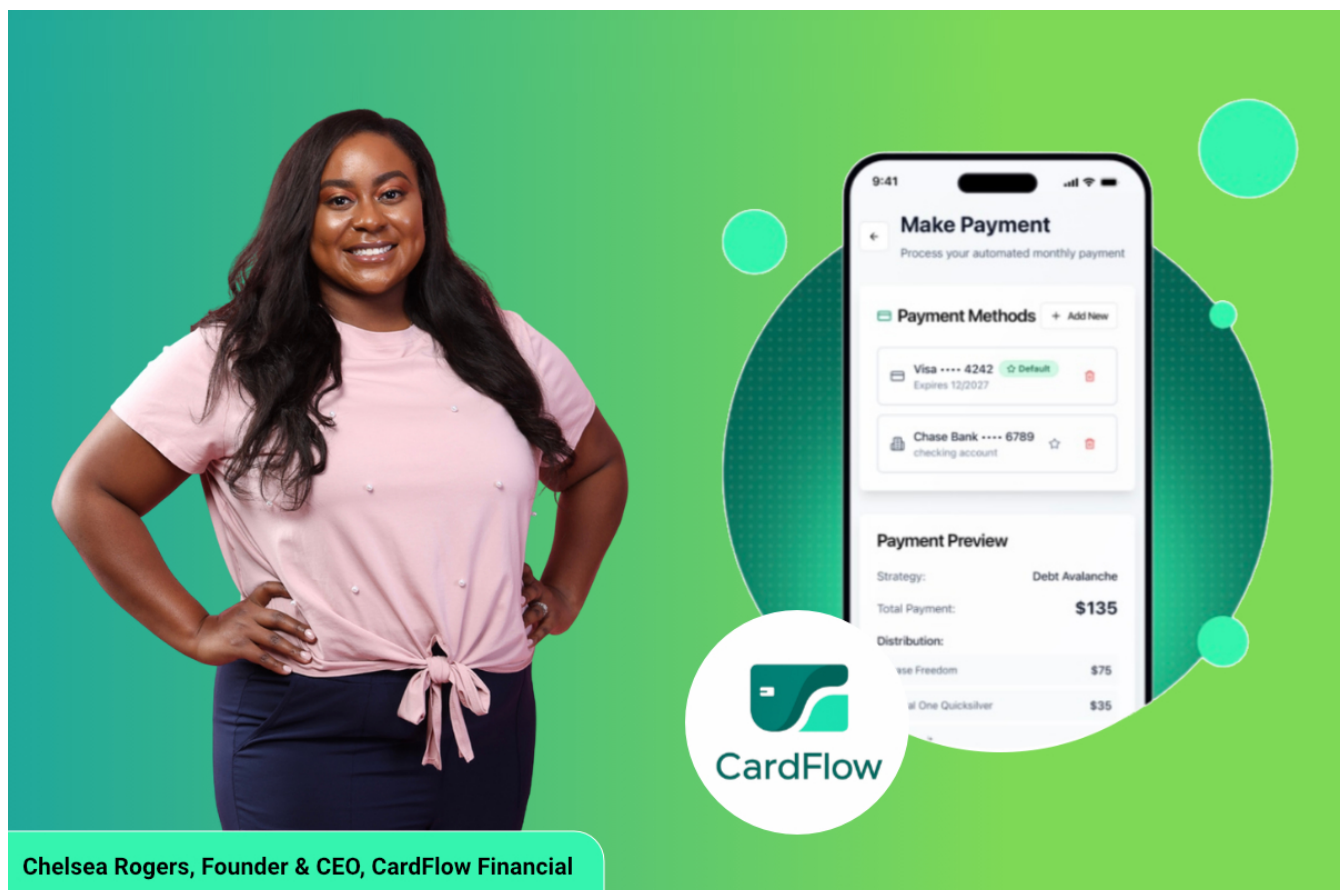
Meet Chelsea Rogers

Founder and CEO, CardFlow Financial

Chelsea Rogers is the founder and CEO of CardFlow Financial, a Mississippi-built financial technology company focused on simplifying credit card management. Her background in digital banking includes work on digital strategy, mobile banking, and API implementations.

The idea for CardFlow grew out of an ordinary household budgeting routine. Reviewing multiple balances, due dates, and payment choices highlighted an opportunity to make the process more convenient. Chelsea founded CardFlow in 2025 to bring those tasks into one organized experience.

Her approach centers on a practical benefit: helping people manage their existing credit cards with less manual coordination. CardFlow is being developed around the needs of household money managers, organized consumers, and professionals who value their time.



Published founder feature image: Innovate Mississippi. Read the profile at innovate.ms.

PRODUCT FACTS

Launch pricing and FAQs

BETA**\$5.99**

per month

First 50 members

STANDARD**\$12.99**

per month

After beta spots fill

ANNUAL**\$90**

per year

Billed annually

The annual plan equals \$7.50 per month when paid yearly. Membership fees are separate from credit card payments. Promised beta and existing member pricing terms are preserved.

Does CardFlow replace my credit cards?

No. Members keep their existing credit cards and issuer relationships. CardFlow helps coordinate payments across supported cards.

Who chooses the payment strategy?

The member chooses. Avalanche prioritizes higher-APR balances, Snowball prioritizes smaller balances, and Custom lets members choose their allocation.

Is CardFlow a loan or debt settlement service?

No. CardFlow is a payment-management platform, not a bank, lender, credit card issuer, or debt settlement service. A consolidated payment is not a new consolidation loan.

Are payments instant?

Processing and posting times depend on the payment workflow and receiving issuer. Members should use payment-status information and allow time before card due dates.

Current availability and subscription terms: cardflowfinancial.com

COPY FOR PUBLICATION

Ready to use

Use these descriptions in articles, listings, event introductions, and partner materials.

ONE LINE

CardFlow Financial simplifies credit card management with one consolidated payment, a chosen payment strategy, and a clearer view of multiple cards.

SHORT COMPANY DESCRIPTION

CardFlow Financial helps people organize and pay multiple credit cards through one consolidated payment and a chosen payment strategy. Founded in 2025 by Chelsea Rogers, the Mississippi-built fintech company focuses on convenience, visibility, and control for household money managers, organized consumers, and busy professionals. Learn more at cardflowfinancial.com.

STANDARD COMPANY BOILERPLATE

CardFlow Financial, Inc. is a financial technology company simplifying how people manage and pay multiple credit cards. The platform brings card balances, due dates, and payment activity into one place and lets members make one payment that is distributed across supported cards using an Avalanche, Snowball, or custom strategy. Founded in 2025 by Chelsea Rogers, CardFlow is built for people who value convenience, organization, and control over their finances. CardFlow is not a bank, lender, or credit card issuer. Learn more at cardflowfinancial.com.

SHORT FOUNDER BIO

Chelsea Rogers is the founder and CEO of CardFlow Financial, a Mississippi-built fintech company simplifying credit card management. Drawing on a background in digital banking, she is building CardFlow for people who value organization, convenience, and control over their monthly payment routine.

Editable versions are included in the Word document and the Editorial Copy folder.

MEDIA COVERAGE

The story so far

INNOVATE MISSISSIPPI / FOUNDER PROFILE

From Kitchen Table to FinTech

An account of the household budgeting problem behind CardFlow and the Mississippi network supporting the company's development.

[Read the founder profile](#)

WLBT / AUGUST 11, 2026

Build, Scale, Succeed

WLBT features Chelsea Rogers and CardFlow in its coverage of Innovate Mississippi's CoBuilders accelerator and the founders building businesses in the state.

[Read the WLBT coverage](#)

INTERVIEW TOPICS

The household CFO

How the person managing a household budget handles several cards, payment decisions, and monthly routines.

Convenience as a financial product

Why organization and fewer manual payment tasks matter to busy consumers.

Building fintech in Mississippi

A founder story shaped by digital banking experience and Mississippi's entrepreneurial community.

BRAND AND MEDIA RESOURCES

Distinctly CardFlow



Primary wordmark / 5000 x 858 PNG



Stacked logo / 3200 x 2457 PNG

OFFICIAL PALETTE

**Deep Teal**

#006454

**Bright Mint**

#35F4AE

**Slate**

#3C4A57

**Off White**

#FEFEFE

USE THE ORIGINAL ARTWORK

Preserve proportions and colors. Leave clear space around the logo and place full-color artwork on a light background. Avoid cropping, stretching, recoloring, and effects. A 256 x 256 digital icon and practical usage guidance are also included.

The kit uses Montserrat to match the website. Supplied logos are PNG assets; request vector or large-format artwork when needed.

PRESS INQUIRIES

hello@cardflowfinancial.com

Interviews, product demos, founder photography, and approved app screenshots.