



## Who We Are And What We Do.

Providing flexible funding and actionable insights to the world's fastest growing Direct to Consumer eCommerce businesses

## Wayflyer Products



### Funding

A simple, uncomplicated source of non-dilutive funding for eCommerce stores.



### Analytics

A suite of tools that enables brands to optimize marketing spend across FB and Google Ads.



### Inventory

Help brands source products from reliable manufacturers on improved payment terms.

## How Wayflyer differs from its competitors



### Fairest Fees in eCommerce

Lowest Cost of Capital in the business



### Backed by JP Morgan Chase

They invested in us and provided our 300M debt facility



### Really Satisfied Customers

Highest Customer Retention Rate in the business



### Fast and Easy

Sign up and funds deposited within 24 hours



### Freedom to Make Decisions

Money directly into the bank account - no limitations on what you can spend it in



### Founder First

Customised offers to suit your funding needs

## How it works

Funding:	£100,000	Decided on a funding amount
Fee:	£3,000 (3%)	Agree on a fee that works for you
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Total Repayment:	£103,000	What you will pay back
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% of daily sales: (UK) (used for repayment)	10%	How you will pay back