



# Series A Presentation

From Wayflyer



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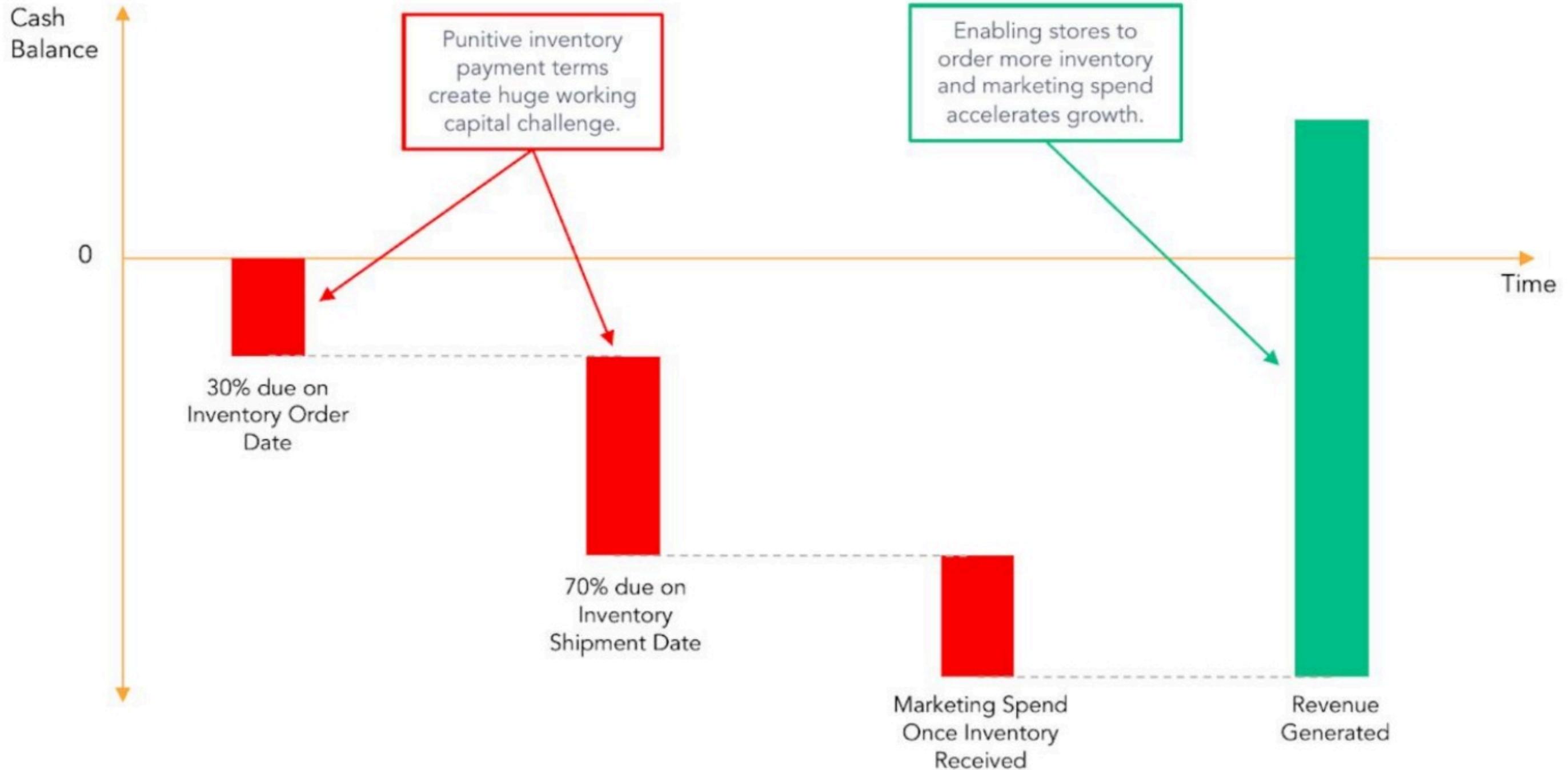
- Debt Finance
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# 1. The Problem To Solve.



# eCommerce has a working capital problem.





# Traditional finance does not solve this problem.

## Traditional Sources of Funds



**Equity**

A complex, expensive, dilutive form of capital



**Debt**

Time intensive and slow process with onerous covenants and guarantees.



**Personal Funds**

Usually a limited source of capital that is only available to a select few.



# Wayflyer's solution to this problem.

## One Simple Fee

Typically 4% - 12%.

No interest rates, credit checks, arrangement fees, penalties, personal guarantees or security required.

## Daily Payback

Advance + Fee is paid back as a percentage of daily sales.

If the merchant does well, remittances go up, if sales slow, remittance sizes go down.

## Shorter-terms

Typical duration for these instruments is 2 – 6 months.

Shorter duration dramatically reduce the risk of default.

## Reliant on 1<sup>st</sup> party data

1<sup>st</sup> Party marketing data, website data and transaction data are used to price each offer and assess risk levels of applicants.

## No warrants or equity

Unlike venture debt, the finance provider has no equity upside, the merchant maintains ownership.

## Incredibly fast decision-time

Offers are generated within an hour of sign up. Underwriting process takes a day at most – even for deals that are >\$1,000,000.

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## 2. Story So Far.



## Entrepreneurial founders backed by very experienced team.



Jack Pierse  
CFO, Co-Founder



McKinsey&Company



Aidan Corbett  
CEO, Co-Founder



Dan O'Brien  
VP, Sales



Niall Gormley  
Head of Product, Engineering



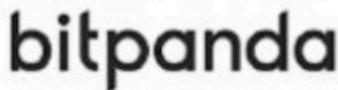
Margaret Kearney  
General Counsel



Edward Doyle  
VP, Product

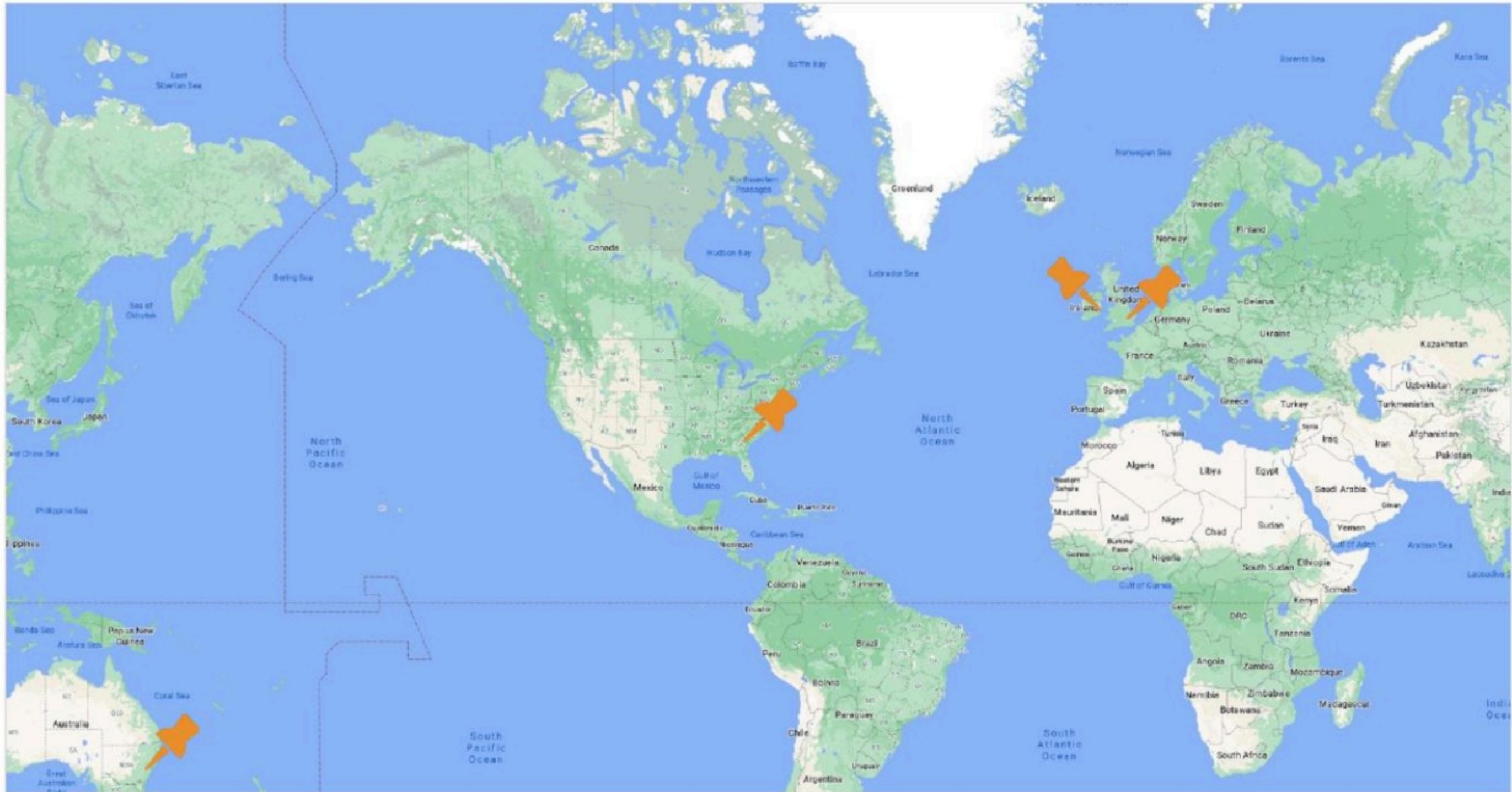


## Investor profile – the world's top FinTech investors.

Investor	Portfolio			
				
				
				



## Global Network of Offices enables 24-hour support.

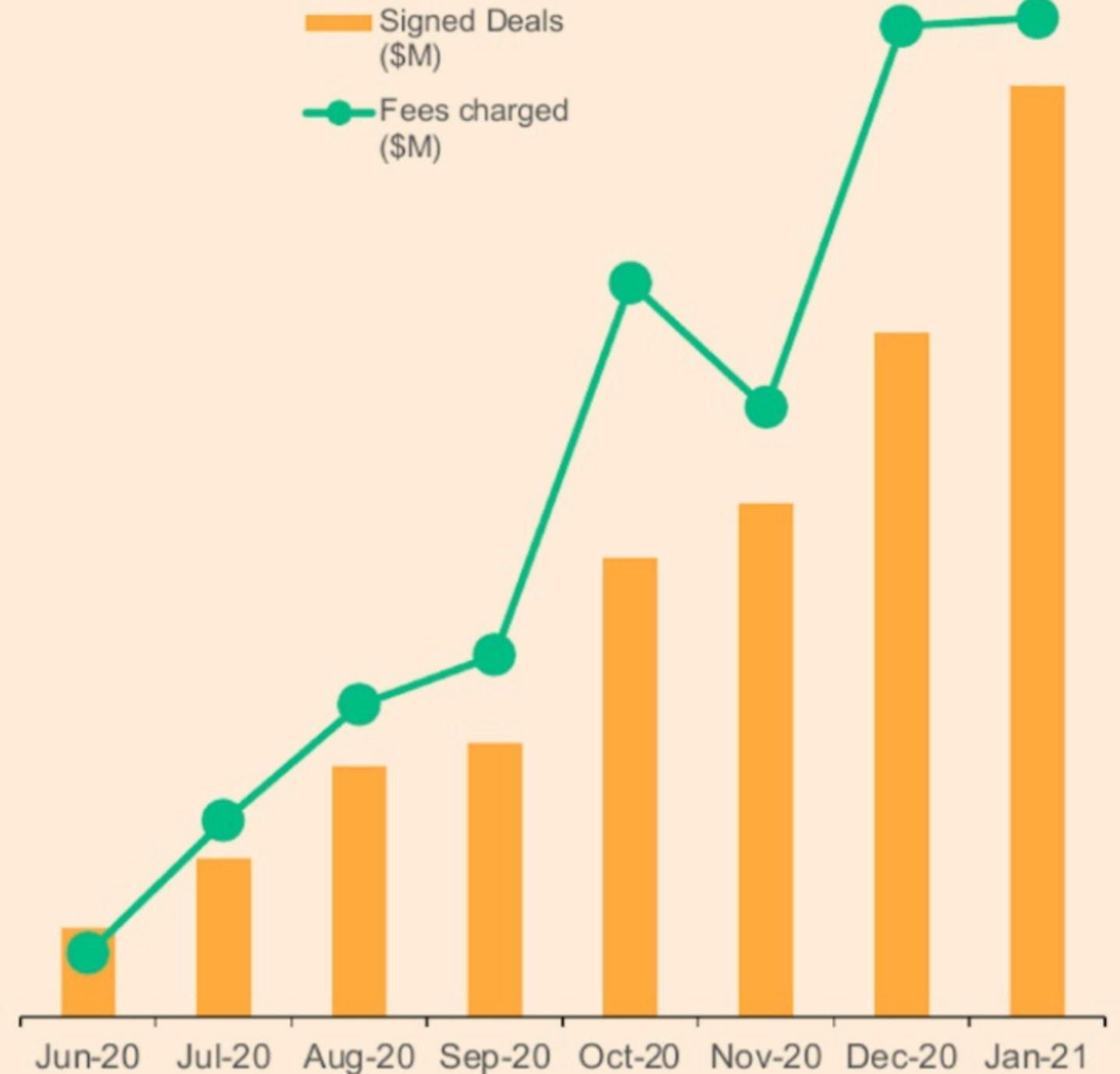


## Wayflyer has proven its ability to scale – obtaining the resources, technology and expertise to do so.

Today: xxx Customers, xxx signed deals

- Launch in April 2020 – signed \$600,000 in deals first month.
- Consistent growth month-on-month, highlighting clear demand for product.
- Technology stack designed to handle multiple currencies and payments protocol – typical time to launch in a new market ~1-3 months.
- US, UK and Australia contribute over 95% of all revenue
- Negligible default level

### Monthly Sales KPIs



Supporting the  
world's **fastest**  
**growing** eCommerce  
brands.



Wayflyer customers grow faster.



## tommi skin™



8x

Revenue  
Growth!

3.1x

Increase in  
ROAS

*"Working with Wayflyer feels like a real working partnership. The bank turned us away and Wayflyer didn't"*

**Noah Hunter Dorsey,**  
Co-Founder of Tommi Skin



2x

Revenue  
Growth!

3x

Increase in  
ROAS

*"Working with Wayflyer has allowed us to grow without diluting our ownership"*

**Jim Rodisch,**  
CFO of Bow Wow Labs

## Geologie



10x

Revenue  
Growth!

*"Wayflyer know us, they understand us, they're comfortable with our cycles and how we're using the capital. They're super-friendly and they're flexible. All of that is very difficult to get elsewhere"*

**Nick Allen**  
Co-Founder of Geologie

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## 3. Our Strategy.



# 4. Product Overview.