

Hello, we're Uncapped

A **friendlier** take on Capital

We're **reinventing fundraising**

Uncapped provides growth capital without taking ownership



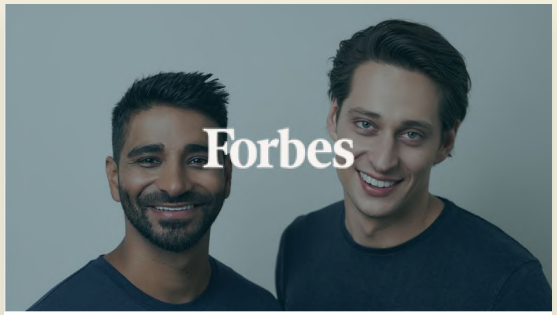
For so long, raising capital has meant founders suffer expensive dilution or get hit with personal guarantees.

That's why we provide **£10K-£2m** and charge just a flat fee. No surprises.

Apply online, receive offer in **24h** and get back to growing your business.

In the **press**

Europe's leading publications have covered our mission to help founders win



> Repay what you can afford: **Uncapped launches revenue-based loans** for online SMEs

TechCrunch

> A **smart alternative** for growing companies that don't want to give away equity.



> Uncapped is disrupting venture capital... Loans can be accessed **faster and cheaper than VC cash**.

sifted

> A friendlier alternative to traditional funding, **especially in less certain times**.

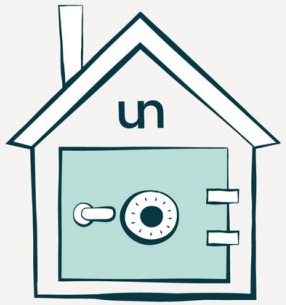
Why raise with **Uncapped**

Supercharge your growth with founder friendly capital



Move fast

Minutes to apply, decision in 24 hours



Keep control

No personal guarantee or loss of equity



Stay flexible

If revenues slow, so do repayments



Insights to grow

Analytics to help accelerate growth

Putting founders first

> **Uncapped puts the power back in the hands of entrepreneurs instead of banks. Founders can access funding on their terms and spend their time executing rather than fundraising.”**

TAAVET HINRIKUS, CO-FOUNDER

TransferWise



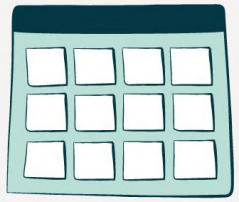
Who we fund

Most revenue generating online businesses are eligible



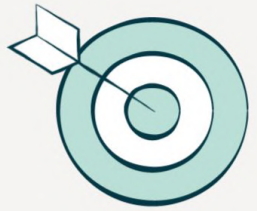
An online model

Such as e-commerce, subscription, mobile app, SaaS



6+ months of trading

Proven track record of growth and sales



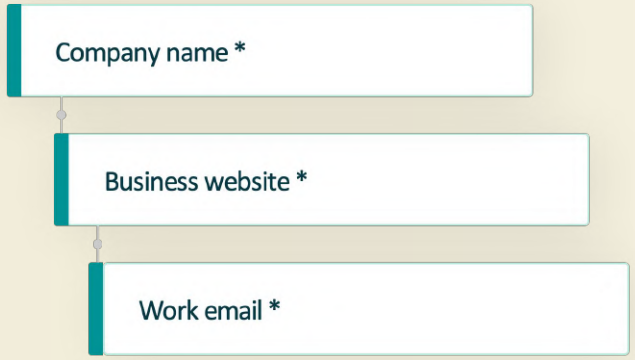
£10k+ Monthly revenue

Business must be already generating revenue

How it works

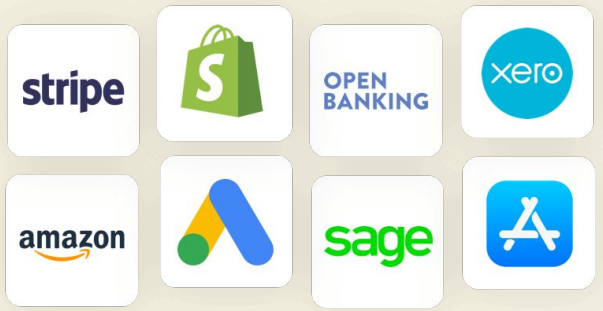
Unlock your potential in 3 easy steps

1 Signup



Register on our website with some basic details to see if you qualify in less than 5 minutes

2 Connect your accounts



Connect your sales & marketing accounts to our revenue prediction engine

3 Receive offers in 24h



Receive 3 funding offers. Select the amount and repayment rate that's right for your business

Payback as your sales grow

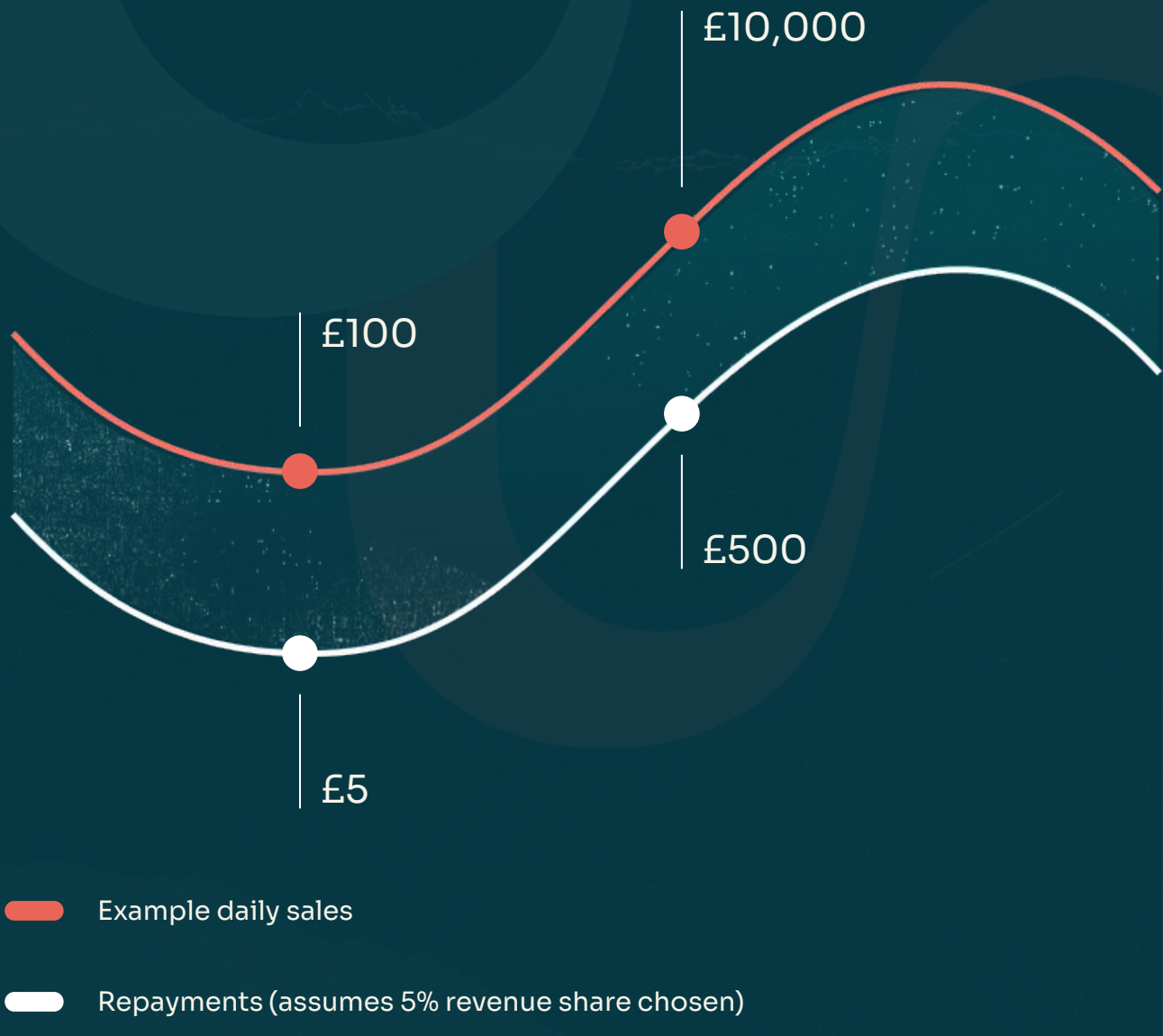
No fixed repayment date

Our revenue share model means you only repay when you generate sales

We'll simply take a fixed percentage of your daily sales until we have recouped the capital + flat fee

You choose what percentage of sales to share with us (from 1-20%)

If your revenues slow or stop, so do repayments



Simple pricing

We charge only a flat fee based on how you use the funds

£10k - 2M

Initial funding

Maximum available is based on your recent revenue and growth

at

1-20%

Revenue share

You choose the percentage. The more you share, the more capital you can access

for a

6-12%

Flat fee

As low as 6% when funding is spent on marketing, 9.5% for inventory and 12% for cash



"Equity isn't right for every business and can be an expensive way to grow. **Uncapped is a much more affordable option for funding digital ads** and repeatable growth.

Reshma, Seedcamp

Terms

- ✓ No fixed repayment date
- ✓ No personal guarantee
- ✓ No equity or warrants
- ✓ No hidden costs

How do we **compare?**

Uncapped is the faster, friendlier alternative to traditional funding options

	uncapped	Bank loan	VC / Equity	Venture Debt
Speed	**24 hours**	1-3 months	3-6 months	2-6 months
Cost	**Flat fee**	Compounding interest	Ownership of company	Compounding interest + warrants
Risks	**None**	Put up your house	Give away control	Give away control
Accessibility	**For many**	For few	For few	For even fewer

Success story

Hēdoïne

How a fashion brand grew revenues 1106% with Uncapped

As a financially savvy founder, Alex accessed various growth financing options including VC and venture debt, but she wanted a more affordable option that would help take them to the next level.



Hedoine signed up with Uncapped for a £50,000 advance at the end of 2019. It used the funds to increase their Facebook and Instagram marketing and in Q1 2020 saw **revenues grow 1160%** compared to the previous year!

When Covid hit, like many small businesses, they were concerned sales might slow, but because Uncapped doesn't have fixed repayments, they didn't have to worry. They were able to repay their advance as they generated more revenue and could keep investing in their business.



Uncapped's revenue share model makes it a **much better way to grow** in less certain times. Their flexible repayment model was a big comfort during the pandemic.

Alex, Co-Founder

£50k

Total funding

1160%

Revenue growth

Instagram

Use of funds

227%

Return on Investment

Success story

marshmallow

How Marshmallow's founders saved £7.5m of equity

Oliver wanted more capital to fuel marketing and product investments. But with the company already backed by VCs, they were determined not to give up more equity if they could avoid it.



Marshmallow, the leading UK insurtech, was approved for their first advance of £100k in the spring of 2020. Using the investment for customer acquisition, Marshmallow's **revenues jumped by 59**% compared to the previous quarter.

They then topped up another £650k and invested into further growth projects before raising a new on equity round. The valuation they achieved from VCs was a multiple of where they were before working with Uncapped.



Getting funded with Uncapped was quick and easy. It **saved us millions** in dilution.

Oliver, Co-Founder

£750k

Total funding

59%

Revenue growth

Marketing

Use of funds

1059%

Return on Investment

Success story

L'ESTRANGE

How the founders of L'Estrange avoided giving a personal guarantee

Tom and Will needed to invest in paid advertising to scale faster. But this meant they didn't have the capital to purchase more stock. It was a catch-22!



Banks weren't interested in funding a young company, plus Tom was reluctant to give a personal guarantee.

L'Estrange was approved for £75,000 from Uncapped. This helped the team increase revenue whilst freeing up capital to purchase more inventory.

They have since **returned for funding five additional times** and received advances totalling £565,000, allowing them to increase revenue by 68% year-on-year!



"With banks and VCs, you have to wait for ages for capital that might not ever come through. With Uncapped, it's **quick, reliable and simple**.

Tom, Co-Founder

£640k

Total funding

68%

Revenue growth

Inventory

Use of funds

373%

Return on Investment

Success story

The Stem

How London's top plant shop 3x their advertising budget

The Stem had cash and the business was growing steadily, however they believed they could drive their digital advertising harder. They needed budget to test and scale faster.



They considered doing a VC round, but knew it would be a big drain on resources and were keen to diversify away from being dependent on giving away equity.

The Stem signed up with Uncapped for a £50,000 advance at the end of 2020. Spending a lot on Facebook creative upfront didn't make sense when they had a limited budget, now they were free to invest knowing they could scale their spend on effective campaigns as much as needed.

Having an unlimited marketing budget would be key to them reaching their next business milestone.



The freedom to **3x our ad budget** without having to do a VC round has been transformational. The process was very easy. I signed up on Monday and had funding in my account on Friday.

James, Founder

£50k

Total funding

300%

Ad budget growth

Facebook

Use of funds

494%

Return on Investment



Ready to scale your business **faster?**

Join the 100s of other smart founders using our funding to power their growth

Get funded

www.weareuncapped.com