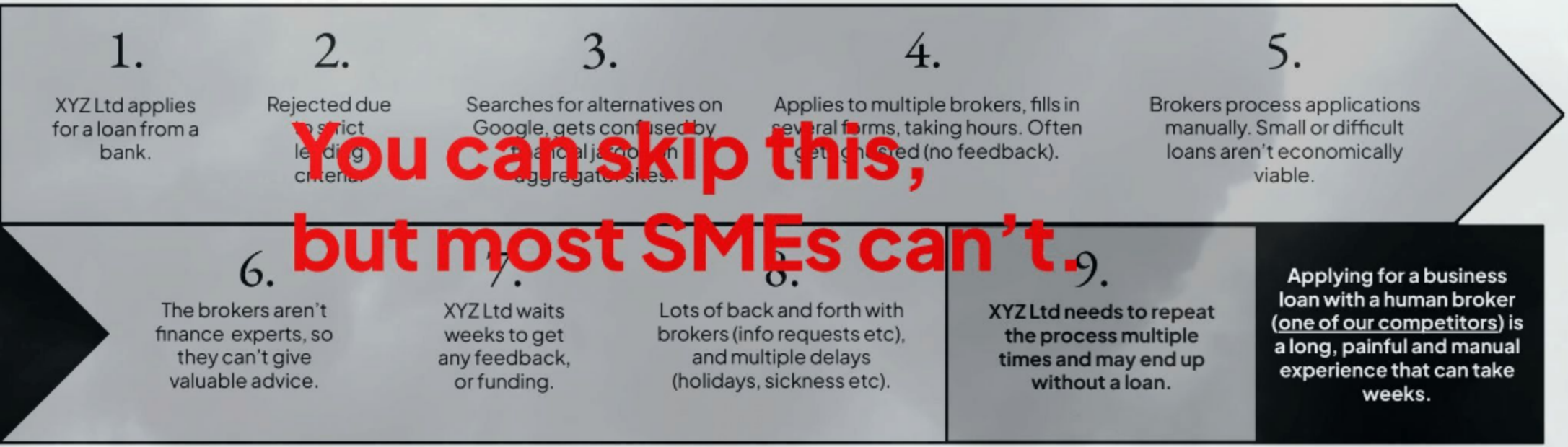
Broking is broken.

- And it's killing SMEs, who are the backbone of the UK economy.
- 57% of SMEs fail to secure loans[1], with even viable businesses affected.



Broking is slow and manual, which contributes to huge funding challenges.

Unsuccessful businesses never find out why they were rejected, which compounds the problem.

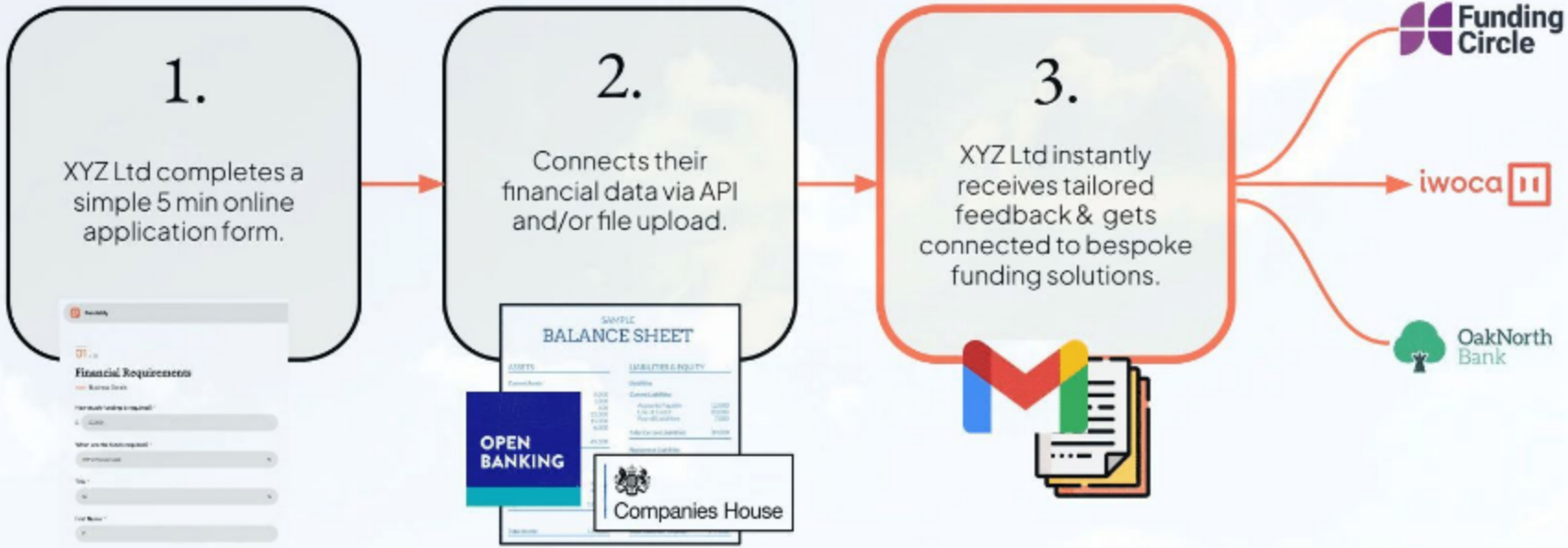


You can skip this, but most SMEs can't.

[1]According to the British Business Bank's "Small Business Finance Markets 2020/21" report, only 43% of SMEs seeking new loans were successful in obtaining them, indicating challenges even for viable businesses.

Fundably solves the broking problem with LLM-powered automation.

- What takes competitors weeks, takes Fundably minutes.
- Every business gets feedback.



Fundably | Instant tailored business funding

Fundably is the only automated SME credit broking platform in the world.

And we're gaining traction.

1. Signed partnerships with **17** lenders.

2. In one week of beta testing we processed >£5m in funding applications.

3. **Brokered our first loan.**

capchase
lenkie
uncapped
TRIVER
buzz. CAPITAL
Satago
OakNorth
MaxCap
Roma
Funding Circle
Capify Business Funding Made Simple
mcl finance
365 finance
outfund
Nucleus COMMERCIAL FINANCE
lendco
iwoca

Fundably | Instant tailored business funding

We have unique expertise in Gen AI and Credit Broking.

We're the right team to seize the opportunity.

- We met at a Series B Financial Services AI startup and built a credit analysis solution for leading credit funds together.
- Prior to launching Fundably, we built credit broking SaaS for fintechs as Goodloans.



Zak Nason-Giwa
(CEO - Product and Commercial)

- Family has owned SME finance companies since the 1940s
- Sales and product experience at Oracle and Eigen Technologies
- MSc in International Business and Management from the University of Manchester

ORACLE · EigenTechnologies · BNY MELLON



Dr. Ioannis Begleris
(CTO - Engineering and Science)

- Data scientist and engineer for leading telcos & fintechs
- Developed the MLOps infrastructure at Eigen Technologies
- PhD in Next Generation Computational Modelling from the University of Southampton

University of Southampton · EigenTechnologies · sky

Our investors/advisors include Google & 8 fintech founders. And we've graduated from top accelerators.



Tom Blomfield
Monzo, GoCardless, YC



Hubert Fenwick
Selina Finance



Kate Hiscox
Sivo (YC21)



Alex Macdonald
(Velocity Black, Sequel)

VENISTAVENTURES · Gluwa Capital · OCTERRA · Google · BARCLAYS · CREATIVE DESTRUCTION LAB

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Lenders love Fundably.

They're sick of brokers sharing low quality referrals, which waste time and push up operational costs.



Stephen Yearwood, Head of Brokers and Affiliates at 365

365 finance

The British Business Awards Non-Bank Lender of the Year (2022).

"One of our biggest problems has been dealing with applications that don't match our criteria and focus, which not only wastes time and resources but also increases our costs and causes us to miss out on deals. We chose to partner with Fundably because their innovative solution addresses these issues."

Fundably sends relevant credit applications to lenders automatically via API or email. Positive and negative feedback improves future referrals.

SMEs love Fundably.

They're sick of brokers and they're overwhelmed by Google searches for funding, as they're not finance experts.



Sophie Nicolson, Managing Director at Nicolson Method

NICOLSON METHOD

A fast-growing tech recruiter.

"Fundably is so quick and easy. They instantly outlined my options, simplified all of the jargon and we got offered the funds our business needed to grow within minutes."

Powered by LLMs: Every applicant gets bespoke, data-driven feedback and connections to the right financing in minutes.

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Commercial Model:

We make money by charging lenders introduction fees.

1% of the market = $100m in brokerage fees*. Our models predict this could be delivered by brokering c.3,000 loans annually.

*Based on a 5% average fee paid to the broker.

One-off intro fees paid by lenders: Iwoca, the largest non-bank business in the UK pay a 4% minimum fee to brokers. **Fees on a £200k loan can be as high as 15% (£30,000)!**

Revenue-share paid by lenders: 10% share of interest paid by the customer in perpetuity.

Arrangement fees charged to SMEs: Some brokers charge the borrower an arrangement fee between 0.5- 10% of the loan amount.

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The UK SME lending market is worth $200bn (TAM)* / $10bn in broking fees.

*This is excluding the 57% of businesses who are unsuccessful in securing loans.

Whilst our current focus is solely on the UK, the EU & US lending markets are worth in excess of $1tn each.



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GTM Part 1: Fundably focuses on Immigrant and Ethnic Minority-Led SMEs

- **Funding Circle (Germany) found that immigrant and ethnic minority-run SMEs, are a highly valuable, highly acquirable target segment, due to lower competition*.**
- Marshmallow (Unicorn) have used a similar strategy for insurance in the UK.

Funding Circle

marshmallow

*The Federation of Small Businesses (FSB) 2021 report noted that 47% of ethnic minority business owners reported barriers to accessing finance compared to 33% of non-ethnic minority business owners.

1. **No direct competition!** We're building this solution for business leaders like us, who make up 15% of the market.

2. **Strong Network Effects:** Minority-led companies speak to companies in their communities. Lower CAC than the mainstream market.

3. **Lower CAC than the mainstream market:** Funding Circle and Marshmallow have proven that this segment is acquireable and lucrative.

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Unit Economics: Fundably will become a major player because our cost to broker a loan is over 100× cheaper than the competition.

- The average direct cost for a human brokerage to broker a simple £100k loan is £1,319.59 - and it can take weeks.
- The first loan we brokered cost Fundably < 1% of that, at just £9.33 - and it took minutes.

Metric	Traditional Broker	**Fundably**
Loan Size	£100,000	£100,000
Revenue Per Loan (RPL @ 4%)*	£4,000	£4,000
Cost Per Loan Brokered	£1,319.59	**£9.33**
Customer Acquisition Cost (CAC @ 15%)**	£600	£600
Cost of Goods Sold (COGS)	£1,920	£609
Gross Margin	52.01%	84.77%
Customer Lifetime Value***	£4,161	£6,781
Return on Investment (ROI)	116.76%	**1012.92%**

Iwoca minimum commission, excluding arrangement fee (typically 0.5–2%).

**Assuming 4 year customer life, with two loans taken out within that period.

***Assuming that average Financial Services CAC is 10–20%.

GTM Part 2: Fundably will scale via value-add, results-based revenue share partnerships

In addition to applying via our website, SMEs can apply to Fundably via a simple embedded button on a partner app or website. Embedded solutions help make revenue more sticky.

Apply Now

For Accountants

Fundably is a simple solution for their SME clients to find funding solutions they are currently eligible for.

B2B Ecommerce Platforms and Marketplaces

Fundably enables platforms to increase revenue by offering B2B customers credit for purchases. Multiple funding sources increase the chances of approval.

Payments Service Providers (PSPs)

Fundably enables PSPs to increase payments revenues by offering their SME customers a way to access additional funds.

Immigrant & Ethnic Minority focused business groups and online publications

Fundably is a simple solution for their SME clients to find funding solutions they are currently eligible for.

Automating credit broking wasn't possible 12 months ago. We have a 24 month roadmap to full automation.

H1 2026	Fully automated Verbal Query and Information Management (e.g. document requests) via a Digital Broking Agent.
H1 2025	Fully automated Textual Query and Information Management (e.g. document requests) via Chatbot.
Live	Fully automated Bespoke SME Credit Matching.
Ongoing	Direct API integration with lenders.



Fundably platform has multiple routes to venture scale.

Capturing just 1% of the highly fragmented UK SME Credit Market would deliver $100m in annual revenue.*

*10% share of the underserved market would deliver $150m in annual revenue.

We will assess the viability of offering our customers adjacent services such as direct lending (like SoFi, IPO'd & worth > $7bn).

SoFi

Our technology and SME customer base will make us an acquisition target for banks (like Funding Options, acquired by Tide in 2022).

Funding Options

Our technology can be applied to a range of other brokerage use cases in global trillion dollar markets. Including commercial mortgages and insurance underwriting, plus consumer credit, mortgages and insurance underwriting.

We may expand our onboarding capabilities to include underwriting (like Upstart, IPO'd and worth > $2bn).

Upstart

Fundably could be introduced in other trillion dollar global markets, including as North America and Europe (like Swoop, who have grown rapidly).

Swoop

Fundably | Instant tailored business funding

Investment Ask and Use of Funds

We're raising a £500,000 on an ASA (SEIS available) that will rollup into our Q4 seed round:

1. **Scale:** ramp up existing marketing channels to broker £12.5m in loans within 6 months, to generate £500k in revenue and break even.

2. **Get Regulated:** Get FCA Appointed Representative status to broaden our service to sole traders (25% of our applicants), who aren't an economically viable segment for most brokers.

3. **Ramp up Go-to-Market:** Grow partnerships with affiliates, PSPs, e-commerce platforms, accountancy firms and business clubs to increase organic applications from SMEs.