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MERCHANT  
MARKETPLACE

# Project Summary

The Merchant Marketplace Corp is a merchant cash advance (MCA) company that provides short-term, unsecured financing to small and medium-sized businesses in exchange for a percentage of their future sales. Our goal is to raise ten million in capital to expand our operations and increase our funding capabilities to better serve our target market.

The MCA market is a rapidly growing industry, with an estimated size of over one billion annually and a projected growth of twenty percent annually over the next 10 years. Our company is well-positioned to capture a significant share of this market, thanks to our experienced management team, who has over fifty years of combined experience in the industry. Our team has developed a proven underwriting model, which allows us to provide financing to a wide range of businesses while minimizing risk.

Our revenue will be generated by charging a percentage of the businesses' future sales, as well as a one-time origination and underwriting fee. Our strategy is to target businesses that have been in operation for at least one year, have a minimum of twenty thousand in monthly sales, and have a strong credit history.

We plan to use the capital raised to increase our lending capabilities, expand our sales and marketing efforts, and continue to build a robust technology platform to streamline our operations and improve the customer experience.

Risks include regulatory changes, merchant default, and market downturns. However, we have developed comprehensive underwriting, risk management, and compliance policies and have a strong plan to mitigate these risks.

We are confident that this funding round will allow us to take our business to the next level, and we look forward to working with our investors to achieve our goals.



# Why Invest?

Investing in a merchant cash advance (MCA) company can offer several benefits to investors. Here are a few key points to consider:



**High returns:** The MCA industry has the potential to generate high returns for investors due to the high factor rates charged on the advances.



**Growing market:** The market for MCAs is growing, with an increasing number of small and medium-sized businesses in need of short-term, unsecured financing. This presents a significant opportunity for investors to capitalize on the expanding market.



**Low barriers to entry:** The MCA industry has relatively low barriers to entry, which can make it an attractive option for investors looking to enter the financing industry.



**Diversification:** Investing in an MCA company can offer investors diversification benefits by providing exposure to a different type of financing than traditional bank loans or bonds.



**Strong Risk management and compliance:** We have a robust risk management team and compliance policies to minimize the risks involved in the industry, thus providing a relatively stable return for investors.



# Why Submit to Us

- ✓ Upfront underwriting
- ✓ Quick turn-around
- ✓ Fast funding
- ✓ Deal inquiries within 1-2 hours
- ✓ Soft credit pulls only for all applicants
- ✓ No COJs
- ✓ Dedicated team and great customer service

# What to Expect When You Submit

- ✓ Underwriting within 2-3 hours
- ✓ Same day funding
- ✓ Accessible and courteous team
- ✓ Broad range of funding capabilities





# Strategy Summary

There are several strategies The Merchant Marketplace will continue to employ to reach more potential customers. Here are some of our key strategies:

## Referral Program:

We offer incentives to existing customers who refer new business to the company. This can be a cost-effective way to reach new potential customers, as well as help retain current ones.

## Targeted Marketing:

We focus on targeted marketing efforts to reach small & medium-sized businesses that are most likely to be in need of short-term, unsecured financing. This could include using online & offline advertising, direct mail campaigns, & attending trade shows & networking events in relevant industries.

## Broker And ISO Marketing:

We focus on attracting new ISOs / Brokers in our industry, as they are the main source of deal flow in our industry. We not only fund their deals, but help them with education and technology which maintains great ISO relations. We also pay high commissions to maintain their loyalty as well.

## Building Partnerships:

Creates partners with other businesses that serve small & medium-sized businesses, such as accounting firms, business coaching services, & other financial services providers, to reach more potential customers.

## Offer Additional Services:

We offer additional services to customers, such as business credit monitoring, account receivable financing, & equipment financing. This can help increase customer loyalty, & also attract new customers who are looking for more comprehensive financial services.

## Great Customer Experience

Providing an excellent customer experience helps attract new customers, as well as retain current ones. This includes having a user-friendly website, providing clear & transparent information about the advance, & having a responsive & professional customer service team.



# Market Summary

01

The merchant cash advance (MCA) market industry refers to the business of providing short-term, unsecured financing to small and medium-sized businesses in exchange for a percentage of their future sales. MCA providers typically offer financing to businesses that may have difficulty obtaining traditional bank loans, such as startups or businesses with less than perfect credit.

02

MCAs are a popular alternative form of financing for businesses because they are relatively easy to obtain and have a relatively quick approval process. The repayment of the advance is also flexible, as it is done via a small fixed percentage of the business's daily sales, which makes it adaptable to the businesses cash flow.

03

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# Preferred Industries

- ✓ Accountants
- ✓ Funeral Home
- ✓ Auto Service & Repair
- ✓ Grocery
- ✓ Bakeries
- ✓ Printing Services
- ✓ Beauty Salons & Spas
- ✓ Hotels / Motels
- ✓ Cannabis
- ✓ Lawyers / Legal Services
- ✓ Convenience Stores
- ✓ Medical Offices Pharmacy
- ✓ Dry Cleaners
- ✓ Pest Control
- ✓ Distributor
- ✓ Restaurants / Hospitality
- ✓ Engineering
- ✓ Retail Technology
- ✓ Entertainment
- ✓ Wholesale Manufacturers
- ✓ Environmental
- ✓ Extermination

- > FICO → >550
- > Required Revenue/Month → >\$20,000
- > Positions/Rates & Commissions → 1st - 6th positions with commissions up to 15% - buy rates as low as 1.18
- > Stips → Proof of Ownership; AR; Landlord; Financial for all deals over \$100K
- > Minimum Ownership/Time in Business → 51% with at least 1 year in Business
- > Common sense underwriting → If the deal make sense, we'll fund it.

# The Merchant Marketplace



Min. Invest

**\$50,000**

Target Hold

**12 Months**

Annualized Returns

**15%**

Raise Amount

**\$10,000,000**



## What Were Looking For:

- > Merchant needs to be in business for at least 1 year
- > Positions considered: 1st- 6<sup>th</sup>
- > Will consolidate up to 2 positions (merchant must qualify to net at least 50%)
- > Daily & weekly ACH
- > Deal size \$10,000 - 1.5 million
- > Personal credit score 550+ Monthly deposits \$20,000
- > Number of monthly deposits: 5
- > Negative days per month: 5 max



## Pricing Guide:

- ✓ 1.18 - 1.49 max upsell of 15 pts
- ✓ 3 - 12 months
- ✓ Pre-pay addendum available



## Submission Guidelines

- ✓ Application signed by majority owners within the last 30 days
- ✓ Minimum 3 months of recent bank statements
- ✓ Send deals to:  
[deals@merchantmarketplace.com](mailto:deals@merchantmarketplace.com)