



# Your path for successful finance

**F**inding finance when you're a small business can be a challenge. Moreover, the lingering effects of the financial crisis have made lenders more demanding. Banks, for one, have been tightening their requirements and forcing businesses to widen their search and look elsewhere.

The good news is that the traditional routes for funding are now supplemented by many alternatives. Today, thanks to fintech innovations and market reforms, SMEs can often be served more quickly and effectively by non-bank lenders. In short, there is a wealth of opportunity for those who can broaden their horizons and know where to look.

The problem for SMEs is that they usually have neither the time nor the resources to explore all their options, and are frequently unaware of all the potential avenues for finance. These include grants for innovative enterprises, tax breaks, loan guarantees and government-backed venture capital through initiatives such as the Enterprise Capital Funds programme, among other things.

**Swoop shows the way**  
If awareness and complexity are obstacles, Swoop is ready to step in and navigate the financial landscape. Swoop was created to answer a simple

**Need to inject cash into your business? Swoop has the answer for SMEs who want swift and hassle-free finance**

but fundamental question: how do I fund my business? It demystifies finance and ensures that SMEs have access to funds that were previously outside their knowledge or beyond their reach.

Swoop achieves this through a versatile and powerful technology platform, which is backed by an expert finance team that has a comprehensive understanding of funding and the needs of SMEs. The platform covers the entire finance marketplace, matching supply with demand. It spans debt, equity and grants, bringing lenders and borrowers together swiftly and efficiently.

The platform harnesses and integrates vast quantities of information. When you

**“WE DO ALL THE RESEARCH AND HEAVY LIFTING SO CUSTOMERS CAN CONCENTRATE ON BUILDING THEIR BUSINESSES. IT’S A POWERFUL BLEND OF TECHNOLOGY AND INDUSTRY KNOWLEDGE, WHICH MEANS YOU HAVE A VIRTUAL CFO”** Andrea Reynolds, Swoop CEO

input all your company’s finance-related data, it can be matched across a database of more than a thousand lenders. Algorithms and artificial intelligence help to crunch the numbers and provide transparency, with data rigorously researched, filtered, cross-referenced, analysed and compared – all to find the right financial path for your business

**Finance made simple**  
Labour-intensive searches and the administrative burden are entirely removed. Businesses need only complete

one form, one application, to explore opportunities with traditional banks, challenger banks, crowdfunding and peer-to-peer platforms, private equity providers, angel investors, SEIS/ EIS funds, and grant agencies.  
Whatever your needs – whether it’s your first £5,000 to fund a startup or £500,000 to help scale your business – once your details are registered, Swoop handles the rest. No more endless form filling, no more repeating the same steps over and over again. Swoop consolidates and simplifies the journey, managing



every stage of the search so you have the focus and expertise that you need.

**A new kind of CFO**  
This level of control is why Swoop has been described as a “virtual CFO”. Andrea Reynolds, Swoop’s CEO and co-founder, explains: “Swoop delivers detailed financial insights backed by sound financial management. Our advanced technology is reinforced by highly experienced finance professionals who are drawn from disciplines such as underwriting, accountancy and equity analysis.

“We do all the research and heavy lifting so customers can concentrate on building their businesses. It’s a powerful blend of technology and industry knowledge, which means you have a virtual CFO at your disposal, a partner that can put you on a secure financial footing.”

Not only can Swoop help your business to raise funds, it can also save you money. For example, Swoop can identify better deals for foreign exchange, utilities, broadband, mobile phones, and insurance. These savings can improve your credit score, making your business more attractive to investors and funders.

Businesses need clear financial advice at all stages of their development, and none more so when they’re starting out, tackling cashflow issues or looking to grow. For small businesses, knowing where to turn for guidance has never been easy – until now. Thanks to Swoop, you have an expert team to provide the clarity and direction for success.



**For further information and to start your funding search, visit [swoopfunding.com](https://swoopfunding.com)**