

## GI – SLS – Success Story – Purchase Order Financing – web article

Like many other merchants selling on marketplaces, SLS faced major blocking points to grow its business.

- The first one was that the marketplaces pay the merchant between 5 and 45 days which created a working capital issue to develop the business and slowed down the growth of the merchant sales on marketplaces as he has to respect the low order cancellation ratio.
- The other problem was that traditional bank lending processes are very long and they rarely lend money to merchants that are selling on marketplaces because they consider this type of business as “too young” or “risky”.

To tackle these 2 issues, SLS needed its orders to be paid faster, get 50 000€ to buy inventories and fulfill more orders.

GI accessed SLS data to analyze and certify them:

- Marketplaces data (volume of orders, price, orders value, average basket...)
- Customer service data (returns, customer reviews)
- Financial data (payments, fees...)
- Administrative data (registration number, company owner, contact information)

GI provided the marketplaces financial reporting to SLS. The analysis allowed us to measure the real financial needs, the ability of SLS to generate an attractive turnover and a good level of margin.

Thanks to the data, SLS was able to get in touch with BNP Paribas Factor, which, through its One2Fin solution, financed orders at T+1 at a rate of 0.66% for 30 days, thus eliminating the cash flow issue.

So far, SLS also received 2 loans and the 3rd one is in the process of being granted:

- A first one of 5k EUR no interest and no warranty from the Fair Business Deal Foundation, which aimed to help the merchant generate confidence from banks, provide oxygen on a daily basis and show GI's financial partners the impact of providing new money. All that in order to certify SLS in the financial world of major financial institutions.
- A second one of 10k EUR at 5% interest over 12 months to buy inventories.
- A third one in the process of being granted for 50k EUR.

Customer voice: Mr. La Salvia, SLS owner

“I highly recommend GI offers as they provide a financial solution to grow the marketplaces business. There is no administrative complexity that may be a blocker to release cash. In addition to that, GI team is very reactive, listen to my needs and found solutions to the cash problem I had.”