

The difference between TradeBridge and a traditional bank

If you're an eCommerceer, there is often a point in the growth of your business where you need to borrow money to meet the increasing demand for your products and continue your growth.

The first option for many eCommerce entrepreneurs who experience sudden growth, is to turn immediately to their credit cards or their bank for a loan. However, traditional finance products aren't made for the faster moving world of online retail – even if decisions are quick, onboarding is often slow and terms inflexible.

TradeBridge finance is purpose built for eCommerce to enable you to access the funds you want, when you want them. And with flexible repayment terms so that you can pay back whenever it suits you best. So borrowing is often the key to growth and success. When the time comes to seize your moment, it is vital to have a comprehensive understanding of what forms of lending are available to you.



A traditional Bank	vs	TradeBridge
<p>Traditional banking products were developed as far back as the 1990s for high street retailers and manufacturers.</p> <p>Simply put, they rarely work in modern eCommerce.</p> <p>The typical banking process is:</p> <ul style="list-style-type: none"> ➤ Application ➤ Validation ➤ Extensive credit checks ➤ Secured – against an asset ➤ Unsecured – high interest ➤ Onboarding process ➤ Standard monthly repayments <p>Having completed the application process successfully, the borrower receives a lump sum of money immediately. Then they have either fixed or variable repayments starting immediately until the loan is repaid.</p> <p>Borrowers are often left with the burden of a monthly payment and there is limited opportunity to quickly redraw on the facility to take advantage of a new opportunity.</p> <p>This doesn't fit well for a new generation of eCommerceers who need access to meaningful amounts of cash, much faster, to ensure they capitalise on the opportunities that lead to growth.</p>		<p>TradeBridge assess your sales trajectory in real-time, based on (at least) 6 months' worth of trading data. We can include data from every platform that you sell on, to feed into our credit setting algorithms.</p> <p>Using that information, we can then approve a meaningful amount of funding that will really help your business grow.</p> <p>We size your credit limit based on what's happening in your business today. To help you seize your moment, whenever the next opportunity presents itself.</p> <p>When you achieve explosive growth with a new product, the last thing you need is to use vital working capital (cash) to repay a loan when you could be purchasing more stock. A TradeBridge facility is truly revolving. You can draw down as much as you need when you need it and make repayments when it suits you.</p> <p>You can even 'stay drawn' with a TradeBridge facility, (like an overdraft) to reinvest your revenue in the product selling right now. If you've hit on a hot seasonal product, you don't have to wait for six months to access the next available drawdown to acquire new stock. You can seize your opportunity now.</p>



"TradeBridge has created finance that truly works for the online seller."

"When an eCommerce business has reached the point of scale, eCommerceers need a purpose-built, revolving working capital facility to take advantage of all the opportunities that are out there and allow them to take their business to the next level"

Mark Coxhead

CEO & Co-Founder
TradeBridge

A valid career path

eCommerce and eCommerceers often go unrecognised or under appreciated as professionals. Online selling, or a career as an eCommerceer is now a valid occupation across the world.

We meet online sellers that may have seen an opportunity or started off in their garage as a 'side hustle', whilst others always knew this would be how they made their living, and it is almost vocational.

Typically however, their focus has been very much on the acquisition of products and customers. Finance has often not been at the forefront of their thinking.

The online sellers we meet have businesses which have grown, often to a turnover of over £1M, and often too, internationally. They are legitimate businesses, with premises, they employ staff, and are now looking at ways to expand further.

TradeBridge has created finance to specifically meet their needs.

Frequently the eCommerce business we meet are self-funding or perhaps raising capital through friends and family. Many times they have taken initial start-up loans from various sources, or utilised credit cards and taken small loans from their bank - even using their homes as security.

TradeBridge radically changes this approach. We meet eCommerceers at the point of scale and we are proud that we enable them to take their business to the next commercial level.

See how much you could borrow

If now is the time to drive your eCommerce business to the next level, try our calculator to help you assess how TradeBridge finance for the eCommerce sector will help drive your growth.

CALCULATOR



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