

Tribal Credit, UpSwot Team Up to Power Data Access for Small Businesses

SAN FRANCISCO, Sept. 18 2020 — US-based fintech [Tribal Credit](#) has teamed up with [UpSwot](#) to help startups and SMEs in emerging markets gain access to key financial data that fuels their growth and scale efforts.

UpSwot helps fintechs grow their customers' SME and mid-market sales by 15 percent. The San Francisco-based white-label platform provides cash flow predictions and business insights into over 120 apps including QuickBooks, Xero, Shopify and Amazon.

"We're really excited to team up with UpSwot and arm our customers with key data that can help them grow fast and scale their business," said Amr Shady, CEO of Tribal Credit, which provides startups and SMEs with modern payment methods like multi-currency corporate Visa cards and a powerful spend management platform.

Fast-growing fintech Tribal Credit has raised more than \$9 million in a series of seed rounds since its launch early this year, and has been maintaining a steady monthly GTV growth of 40 percent despite COVID-19 related disruptions.

"Tribal Credit understands that startups and SMEs need to plan their cash flow, track their expenses, and mitigate their risk," said Dmitry Norenko, CEO of UpSwot, which recently started scaling and expanding its services to fintechs and other verticals after working with banks for the first two years since its inception.

"UpSwot's seamless capability deepens our customer engagement and enables us to fuel their rapid growth," said Duane Good, President of Tribal Credit, which has an NPS score of 85 percent that far exceeds the US average percentile score of 15 percent.

“Companies who want to have a global impact need something like Tribal because banks in Mexico are not prepared for the globalized market,” said Nestor de Haro, CEO of RIGS, a marketplace for auto parts’ buyers and retailers in Latin America.

“By helping customers, Tribal Credit is not only increasing engagement and loyalty but also getting more actionable data to inform its decision making,” said Norenko, adding “we’re happy to work with this stellar team on powering their customers’ success.”

UpSwot’s technology can also be utilized in scoring, underwriting, and monitoring financial risk.

About Tribal Credit

Tribal Credit is built for startups and growing SMEs looking for a better way to pay business expenses and optimize their financial management.

We provide modern payment methods like multi-currency physical and virtual business Visa cards and a powerful spend management platform to track and control expenses — all in a clean, easy-to-use interface.

Based in Silicon Valley, Tribal was founded by serial entrepreneurs who have launched startups both in emerging markets and the U.S. We’re backed by leading international investors, including 500 Startups, BECO Capital, Global Ventures, Endure Capital, Rising Tide Fund, and Tribe Capital. We’re also part of the Visa Fintech Fast Track program among an elite group of fintechs.

Inspired by fellow founders building amazing things all over the world, we’re on a mission to power startup growth in emerging markets to bridge the business financial inclusion gap.

About UpSwot

UpSwot is a white-label platform available both on-prem/private cloud and through a single RESTful API/SaaS.

The platform is an add-on to online banking and on-boarding that motivates 74% of SMBs and Mid-Market companies to provide API-enabled, opt-in, continuous access

to the financial, sales, and marketing data within the apps they regularly use to run their businesses.

All the raw data shared is turned into standardized data which is continuously re-assessed to provide risk, marketing, and business insights for the benefit of banks and their clients.

Download Tribal Credit's [media kit](#)

For any questions about Tribal Credit, please reach out to sara@tribal.credit
For any questions about UpSwot, please reach out to Dmitry Norenko, CEO, at dn@upswot.com
