

A guide for introducers

We're a partner you can trust



KRIYA



★ Trustpilot ★★★★★

Kriya have been a pleasure to deal with throughout the 3 years we have worked together.

DAVID, SEPTEMBER 2022

★ Trustpilot ★★★★★

Going through the pandemic was difficult for most businesses. We were introduced to Kriya and the process for the loan was easy and the advisor was patient, experienced and welcoming. We're back on track.

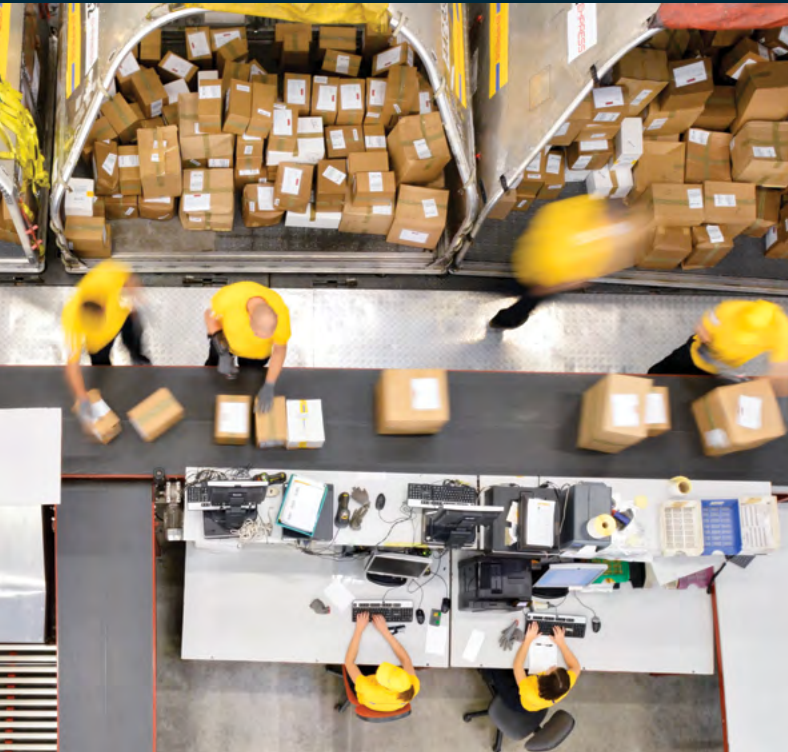
NATALIE, SEPTEMBER 2022



★ Trustpilot ★★★★★

The process of applying for and securing a business loan was quick, simple and well-explained. Everything happened when they said it would, and the funds greatly helped us with our growth plans.

CHRIS, SEPTEMBER 2022



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About us

At Kriya, we believe in the UK's 6 million SMEs. They have the single biggest impact on our economy and define who we are as a nation. We believe these businesses are building the world.

But running a business isn't easy. Accessing finance to bridge today's funding gaps and fuel tomorrow's big ambitions is a constant challenge.

That's why Kriya was founded; to take the friction out of finance. For us that means using smart technology to give more businesses better access to the right user-friendly finance, faster and at affordable rates. Importantly, it also means being the people business owners can turn to for help.

Since 2011, we've funded over £3bn worth of invoices and business loans using a marketplace model. This means we have businesses that want a loan or funding against outstanding invoices on one side, and investors who advance those funds on the other. We connect these two communities. Our platform investors include Barclays UK, institutional investors, family offices and high net worth individuals.

Our partners include



Our finance solutions

We have a variety of frictionless finance solutions to suit almost any business.

// Invoices

INVOICE FINANCE

What is it?

A flexible facility that allows businesses to unlock cash from outstanding invoices, without having to commit their whole ledger.

Who is it for?

B2B businesses with a minimum turnover of £100,000 p.a. or annualised income from current year's trading.

*Credit control is available through Veritas Commercial Services



A woman with light brown hair, wearing a grey denim jacket over a patterned scarf, sits at a desk in a clothing store. She is looking at a laptop with a thoughtful expression, her hand resting on her chin. The background is filled with shelves and racks of various clothing items, including shirts and trousers. The lighting is warm and focused on the woman.

Invoice finance

Invoice finance

ANNUAL // MONTHLY SUBSCRIPTION

Business choose which invoice(s) to fund, without having to commit their entire sales ledger. It's perfect for customers with regular funding needs who want to maintain flexibility over which invoices to fund and pay a simple monthly fee.

Our annual subscription works out more cost effective month-on-month, but our monthly rolling subscription offers businesses the flexibility to cancel with 30 days' notice.

Eligibility

- They're a Limited company or LLP based in the UK
- Have a minimum turnover of £100,000 p.a. or annualised income from current year's trading

Highlights

- Get up to 90% of their invoice value
- Use regularly for selective invoices
- Keep full control of their customer relationships
- Their funding grows with their turnover
- Quick and easy online access

What we charge

- **Subscription fee:** Choose between a rolling monthly fee or sign up for 12 months for a more favourable monthly rate
- **Listing fee:** A £15 fee to cover the cost of CHAPS payments
- **Discount fee:** A charge on the funds used

Who we support

- Startups, provided they can demonstrate the minimum required revenue
- Phoenix companies, were trading for >2 years and previous business is no longer in liquidation
- Industries where contractual debt is common such as construction; we have slightly different eligibility criteria and funding parameters for contractual debt.

[To learn more, download our contractual debt FAQs >](#)

We can't support businesses that:

- Have current insolvency notice or proceedings against them
- Outstanding CCJs*
- A principal owner or director that is disqualified, bankrupt or subject to any other form of personal insolvency

*Please note we may be able to support businesses once the CCJ has been settled

Identifying a need

Invoice finance is a great solution for...

- Bridging the cash gap while waiting out lengthy invoice payment terms
- Covering the upfront costs of kicking off new projects
- Paying staff or suppliers during a temporary cash flow shortfall
- Negotiating early settlement discounts with suppliers
- Investing in more stock to keep up with seasonal demand
- Accessing working capital to fund growth
- Paying large or unexpected bills (e.g. VAT)

It could be a good fit for your client if...

- They invoice their debtors on 30 -120 day payments terms
- They have seasonal or ongoing funding needs
- They are a B2B company

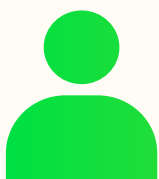
Try asking...



What are your current payment terms with your debtors? How soon do you actually need to be paid?



I'm looking for a flexible option that I can budget on a monthly basis



I have seasonal fluctuations in cash flow



I have an ongoing funding need but I don't want a whole ledger facility



I want fixed monthly fees at a more favourable rate



Solution details

Facility type	Monthly or annual subscription
Funding purpose	Working capital, debt refinance, operating expenses, asset purchase and business acquisition including MBOs & MBIs, cash flow
Minimum term	No minimum term for a monthly subscription, 12 months for the annual subscription
Advance rates	Up to 90% depending on sector and client e.g: <ul style="list-style-type: none">— Advertising, media, technology, temp recruitment: 85%-90%— Construction: 55%-65%— Wholesale & Retail: 75%-80%— Start-ups: 70%-75%
Currencies	We fund in multiple currencies
Debtor concentration limits	No pre-defined limits; these are assessed on a case-by-case basis
Eligible debt	We typically fund: <ul style="list-style-type: none">— Invoices for a duration between 30 and 120 days— Export debt to approved territories, including most of the EU and OECD All credit worthy debtors are supported
Excluded sectors	We can't fund: <ul style="list-style-type: none">— Permanent recruitment— Commodities— Financial intermediaries or financial lending
Security	We require an assignment over the funded invoices which must be unencumbered from any prior charge or interest. Whether additional security is required will be assessed on a case-by-case basis.
Add-ons	For businesses that are looking for additional services, we partner with Euler Hermes for credit insurance and Veritas Commercial Services for credit control.

How to apply

How it works

HANDY TIP

Business finance can be complicated, but it doesn't have to be. Here are the answers to some of the most common questions we get about our invoice finance solution.

[Visit FAQs](#)

01 Refer

You can either refer your client via the **Partner portal** or introduce the deal to your partnerships manager.

What's needed to complete the application:

- Full accounts (P&L, balance sheet and any notes to the balance sheet)
- Last 3 months' bank statements

For limits above £100k, we may request an up-to-date Sales and Purchase ledger.

02 Upload

Your client's account will be set up and they'll be able to add their debtors. We'll set up a new bank account for your client and ask that they update their debtors with their new account details.

Next, they upload their invoices to be funded in what is called a *trade*. They'll need to enter the name of their debtor(s), invoice details and contact details for their debtors for verification.

03 Verify

The first time your client uploads an invoice from a new debtor, we'll call them to verify the invoice.

We never disclose that we're calling on behalf of Kriya, unless specifically asked to do so by the debtor. For most subsequent trades with the same debtor, we use an automated email tool.

04 Fund

Once we have received the verification, we will submit your client's trade to our network of investors to provide funding.

We operate two trading sessions with our investors each day at 12.00pm and 5.00pm. If the trade is funded by 12.00pm, the money is transferred to your client's bank account the same day, otherwise they'll receive the funds the next working day.

Earning commission

You can earn competitive commission with every client that you introduce to Kriya Lending.

How it's paid

In order to be paid commission, you'll need to register on the Partner portal and let us know the bank account details to pay into. You'll also be able to see total commission earned by client and any upcoming commission payments. We pay commission monthly, on the 5th working day of the month.

With our Partner portal, you can also:

- Start an application on behalf of your clients
- Track their progress through each stage of our application
- Choose which notifications you'd like to receive so that you can stay on top of your client's applications
- Find out the latest information about our products

Please register at:

<https://p.marketfinance.com/PartnerApplication/home/Apply>



If you have any questions don't hesitate to get in touch with your Partnerships manager directly. Not sure who to reach out to? Give us a call on **0808 169 4200** or email **partner@kriya.co**

Get in touch

Got questions?

We're always just a phone call or email away!



Chris Findlow
077 7586 1097
c.findlow@kriya.co



Sam Wells
078 5727 8838
s.wells@kriya.co



James Kay
073 9814 0511
j.kay@kriya.co



Alex Forster
077 8709 4653
a.forster@kriya.co

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