

Finverity selects Quendrix to develop value calculator



BACKGROUND

Founded in 2017, Finverity is a London-based cross-border supply chain finance platform serving mid-market firms. Specializing in trade between developed and emerging markets, it raised \$5m in April 2023 to scale its operations and expand its team from 40 to 60 employees. To enhance its sales strategy, Finverity partnered with Quendrix to integrate a value calculator that demonstrates the benefits of its offerings to potential clients.

OUTCOME

Finverity have recently started leveraging the value calculator with prospects to have informative discussions about the tangible value of their offering. Looking ahead, Finverity envisages this tool being a cornerstone of their sales process.

PROCESS

Over a span of several weeks Quendrix designed, built out and validated a value calculator tailored to Finverity's needs. The calculator was built to showcase the potential benefits that prospects could get from utilizing Finverity's services, such as working capital benefits, increased revenue, and cash conversion cycle reductions. The calculator leveraged variables such as current sales volume, payment terms, invoice approval time, and desired extended payment terms to output the benefits achievable through Finverity's platform.