

Helping businesses tap into vital funding - how a modern card issuing and payment processing platform can deliver innovative lending solutions

CAPITAL ON TAP CASE STUDY



In just a few short years, Capital on Tap has lent more than £1.5bn to over 75,000 UK SMEs.

Founded in 2012 with a mission to make obtaining working capital faster and easier for small firms, the business is sweeping aside the shortcomings of established lending channels.

Capital on Tap is also reaching parts of the country traditional banks tend to miss, making a huge difference to rural and urban SMEs, in helping them manage and grow their businesses.

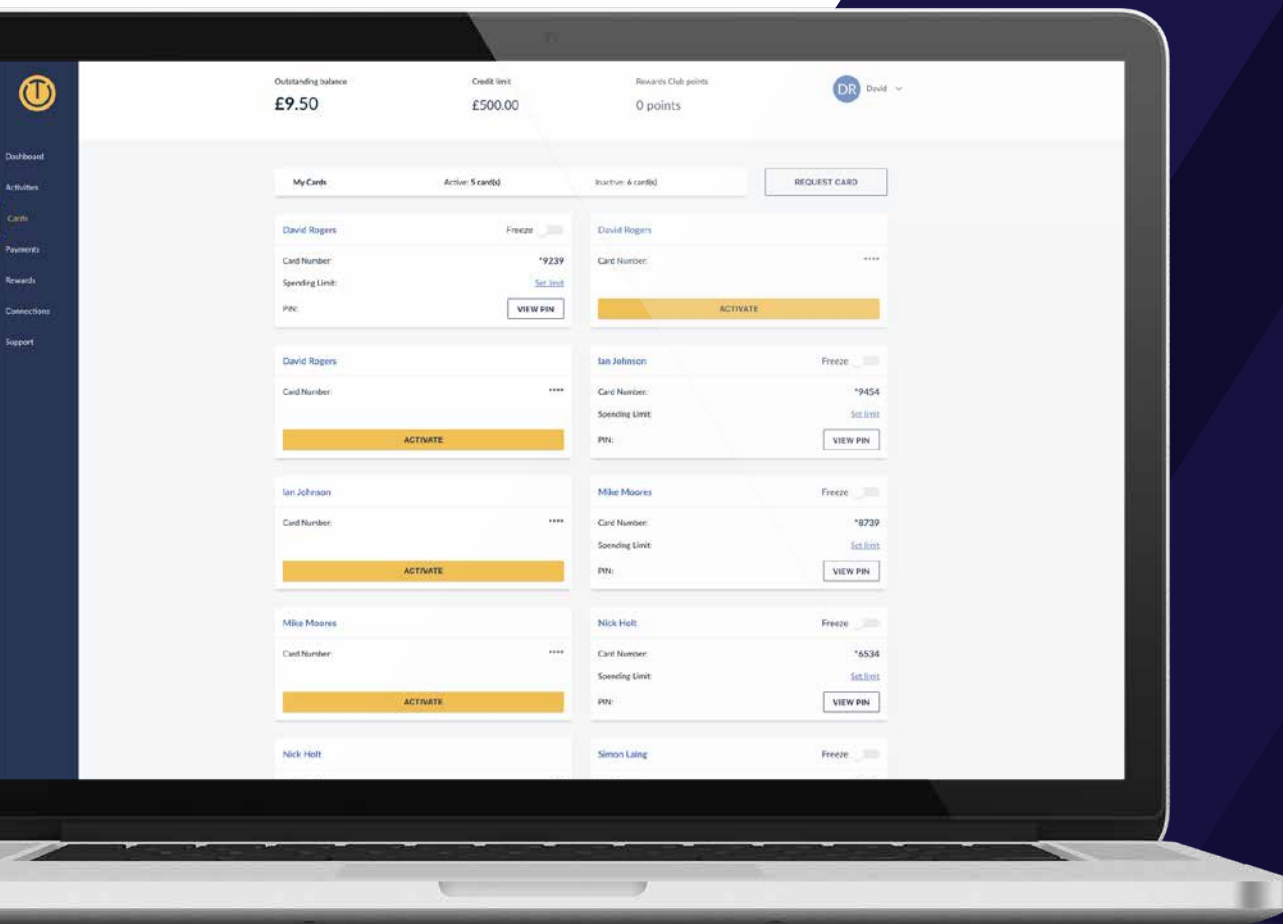


Why SMEs?

Simply put, SMEs are the undisputed backbone of the British economy.

As of 2019, there were a staggering 5.86 million private-sector small and medium-sized firms in the UK - that is, businesses with up to 250 staff*.

Research by Capital on Tap found that many firms were not being offered any credit facilities by banks or that the process was going to take weeks, yet had a need to borrow for stock, advertising, and other business-critical spending. To help solve this problem, the team developed a compelling proposition providing companies with rapid access to funds.



*House of Commons Briefing Paper, 16th December 2019

A solution tailored to SMEs

For many young SMEs, accessing much-needed finance can be prohibitively time-consuming - a distraction from the urgent task of growing the business.

As an alternative Capital on Tap have built a process that aims to provide businesses access to both a decision on credit as well as the line of credit as fast as possible. Here's how it works.



Using Capital on Tap's app or online portal, new company owners are able to perform a 'Soft credit search' to establish loan eligibility without affecting credit scores.



Capital on Tap has created a route to finance via a user-friendly application process that takes just 120 seconds to complete.



And once the green light has been given, money is accessible online in minutes.

It's all about improving the lending experience and giving a helping hand to those who might find traditional platforms, well, a bit of a struggle.



So where does Marqeta come in?

The team at Capital on Tap had already delivered a highly successful card programme which they were looking to take to the next level when they approached Marqeta.

And during early conversations, it became clear that Marqeta was more than capable of meeting Capital on Tap's requirements, thanks to its:

- Own synergies with the entrepreneurial business culture
- Ability to deliver quickly and within tight timeframes
- Open-minded, can-do approach towards innovation and new ideas
- Modern card issuing and payment processing platform backed by Open API and instant-issue sandbox technology



"The customer experience with Marqeta is second to none- they care passionately about harnessing ideas and turning them into innovation. Having searched the market, it's very obvious to us that Marqeta is not just another processor. They go way beyond expectations."

Claire Bennett –
Project Manager, Capital on Tap

The tools to deliver innovation

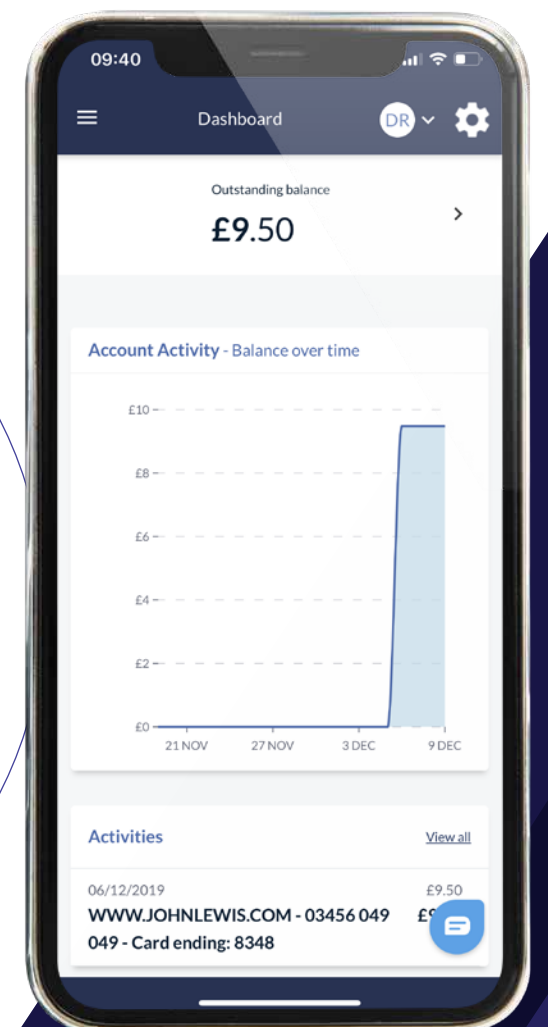
Alongside this, Marqeta's best-in-class technology meant Capital on Tap's developers were able to build, test and launch a product in an accelerated timeframe helped by:

- More than 280 Open APIs published on the Marqeta website
- Instant-issue sandbox to build and test products
- Real-time transaction reporting and data insights
- Single integration approach offering scalability across continents

Open APIs and an instant-issue sandbox have enabled Capital on Tap to make a difference to thousands of UK SMEs. In short, Marqeta is not just another payment processor - it's an extension of its clients' development teams.

"Working with Marqeta has empowered us to build a great customer proposition. From the user-friendly technology that allowed us to develop Capital on Tap at a very high speed to their response to complex new ideas, the attitude is very much one of enablement and support."

Liam Flanagan –
Technical Architect, Capital on Tap

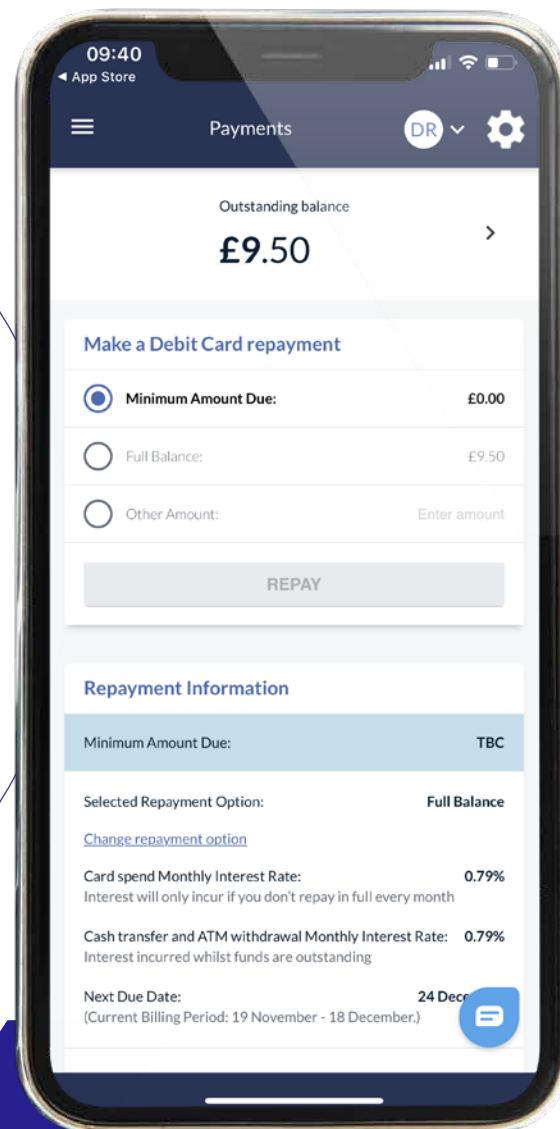


What's the future for Capital on Tap?

Having developed a proven business model, Capital on Tap is set for continued growth in the UK.

By working with a world-class partner like Marqeta, the business is confident of realising its long-term ambitions to help more SMEs access funding.

Following the significant success in the UK, Capital on Tap are also planning an imminent launch into the Spanish market where they see SMEs experiencing similar frustrations in trying to secure credit for their businesses.



"We can only do this by having a strong relationship with a modern card issuing and processing partner and in Marqeta, we have a partner that truly understands our ambitions. Their technology is first-class and we're confident it will enable us to execute against our global ambitions."

*Damian Brychcy
Chief Operating Officer, Capital on Tap*



"We've doubled our business year-on-year for the last couple of years and we're confident of increasing these numbers through continued marketing and product improvements."

*Damian Brychcy
Chief Operating Officer, Capital on Tap*



About Marqeta

Marqeta powers modern payment solutions for companies innovating new services and process flows in a digital world.

Our platform, open APIs, and advanced analytics provide unprecedented control for companies to issue cards, authorise transactions, and manage payment operations with ease. Highly configurable, secure, and reliable, Marqeta built its technology from the ground up to help companies bring products to market faster, improve cost efficiencies, and reduce fraud risk. Marqeta is the global standard for modern card issuing.

For further information

Start developing now: Experience the Marqeta sandbox environment – explore and make API requests and prototype products.

<https://www.marqeta.com/docs/developer-guides/core-api-quick-start>

If you want to be guided through our product and commercial proposition in more detail please reach out to us at:

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