Who We Are And What We Do.

Providing flexible funding and actionable insights to the world's fastest growing Direct to Consumer eCommerce businesses

Funding

A simple, uncomplicated source Of non-dilutive funding for eCommerce stores.

Analytics

A suite of tools that enables brands to optimize marketing spend across FB and Google Ads.

Inventory Sourcing & Freight

Help brands source products from reliable manufacturers and secure discounted shipping rates.

	Funder Product	Scaler Product
Who is this for?	SME / Mid-market	Enterprise / Mid-market
Capital Need	Immediate funds for marketing or inventory	Inventory and planning for longer term initiatives
Funding Amount	From $10K to - $20M	Up to $50M
Payback	% of daily sales	% of daily sales
What are the typical fees?	1 - 6%	1 - 6%
What's the duration?	1 - 6 months	1 - 6 months
Qualifying Requirements Ts&Cs apply	DTC Business (+50% of sales online), 6+ months trading history & $20K+ monthly online revenues	DTC Business (+50% of sales online), $20m annual sales and profitable

Reasons to get funded now

Q4 Inventory Planning
We're helping founders come up with a game plan to navigate these increasingly complex logistics.

Black Friday / Cyber Monday
Across the BFCM weekend (November 2021), businesses that use Wayflyer generated an incredible $219 million in revenue.

Marketing Spend
Businesses that receive funding from Wayflyer have access to our performance marketing team to learn about key industry trends and optimize campaigns.

Fast and Easy
Sign up and funds deposited within 24 hours

Backed by JP Morgan Chase
They invested in us and provided our 300M debt facility

Founder First
Customised offers to suit your funding needs

Beat your competitors
Get ahead of the competition with access to Wayflyer Insights to get an oversight over all your marketing channels, so you know where to put your ad spend to get the highest ROI.

Avoid Supply Chain headaches
Make sure you thrive in the second half of the year and avoid supply chain delays and increased costs. Now is the time to forecast sales to predict year-end demand.