



CASE STUDY

Path59

UX consultancy

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BACKGROUND

Path59 helps companies in traditional industries get to grips with digital transformation.

CUSTOMER SINCE
2018

SOLUTION

Confidential invoice discounting

HOW MARKETFINANCE HELPS

- Like any startup, cash flow is one of Path59's biggest challenges.
- They work with FTSE100 clients who pay on 60-day terms but need to cover payroll and one-off costs like VAT bills in between.
- With our solution, they can unlock cash from their outstanding invoices to bridge the gap as and when they need to.

IN THEIR WORDS

“Cash flow to any new company is an absolute killer but with [MarketFinance] we can fund an invoice and pull cash from the future. It's money now instead of in 30, 60, 90 days which has helped a lot since we came on board. It keeps us going.”

Merje Shaw,
Founder + MD, Path59

FIND OUT HOW WE CAN
HELP YOUR BUSINESS

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