



UPFRONT is a B2B order-to-cash platform that eliminates inefficiencies, accelerates payments through payment gateways and open banking networks and gives SMBs real-time control over their cash flow. In addition, we integrate B2B BNPL and revenue-based financing to give SMBs flexible capital based on their sales performance, enabling them to grow without giving up equity.

The \$50B payment market and \$240B financing gap in MENA presents a great opportunity for investors to partner up with us to transform the B2B transactions ecosystem in MENA and help SMBs unlock their full growth potential.

We are seeking USD 1M in Pre-Seed funding at a post-money valuation cap of USD 10M with 20% discount.