

The Flex Company

brightflow.ai

Secured \$7.2M loan and improved its cash collection cycle with Brightflow AI



The Company

The Flex Company is a U.S.-based provider of period products. Founded in 2015, The Flex Company is female-owned, has raised more than \$7.7 million, and sells a variety of products available at Target, CVS, Walgreens, and H-E-B stores.

The Business Challenge

Prior to working with Brightflow AI, The Flex Company was using Google Sheets and QuickBooks to track its finances. The business lacked a centralized reporting process and automated cash flow forecasting. The Flex Company had received a debt facility with a revolving base and a personal guarantee, putting the founder at risk without the benefit of scaling for future growth. The loan also required reporting that was tedious and time consuming, and when receivables were paid, all funds went to the lender first, causing further delays in cash inflows.

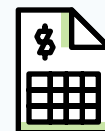
The Solution

The Flex Company leveraged the full Brightflow financial toolkit to secure a debt facility from Brightflow AI that was 60% higher than the previous loan and \$3M from equity to ensure its future success. Brightflow provided The Flex Company a 2-year loan with a set floor and interest-only for one year, with no personal guarantees. The business now has the ability to scale up with its loan size and to borrow against cash on its balance sheet, which means more capital for its borrowing base.

With Brightflow AI, The Flex Company received software for revenue tracking, marketing metrics analysis, and financial health monitoring, eliminating the need for reporting and reducing the financial burden on the business. The Flex Company can also more easily predict and navigate volatility with real-time, 12-month cash forecasting by Brightflow AI financial experts.

The Flex Company saved \$200,000 annually in data warehousing and visualization costs by working with Brightflow AI. Finally, the company saved up to \$5,000 per month by automating weekly reporting and eliminating manual spreadsheets.

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Secured \$7.2M loan from Brightflow AI,
60% higher than previous facility



Saved \$200,000 annually in data warehousing and visualization costs



Reduced order-to-cash timing from 9 days to 2 days and closed books 75% faster

To learn more about **The Flex Company** and its products, visit <https://flexfits.com/>. To discover how **Brightflow AI** can help your business through software and financing, visit <https://brightflow.ai/>.