

Meet Herio – A New Kind of Capital

Herio Capital launches small business lending program

New York, NY (April 8, 2015) - After a successful 60-day private beta, Herio Capital has announced the public launch of its small business lending program. The announcement comes days before the leading alternative finance conference, LendIt 2015 in New York.

“During our beta, we funded over \$1 million in loans while receiving critical feedback from our clients and partners,” says Sherif Hassan, Founder and Managing Partner. “The industry is just at the start of what we envision to be the future of credit and technology. Through innovation, we will continue to improve the borrowing experience for small business owners and entrepreneurs.”

Herio is guided by a proprietary underwriting algorithm, Herio Insight. Insight helps determine the creditworthiness of a borrower by analyzing thousands of unique data points. Led by finance and technology veterans with more than 50 years of collective experience, Herio Capital is well-positioned to lead the future of online small business lending.

“Historically, applying for a loan has been burdensome for small business owners. Our focus is on providing a user experience that is exceptional in both design and usability,” says Patrick Janson, Partner and Head of Product Management at Herio. “We have built a process that is transparent and intuitive for our clients to access working capital online.”

Herio Capital is now officially open to the public and accepting loan applications from small business owners at www.heriocapital.com.

About:

Herio Capital is a financial technology company focused on providing loans to small businesses. By using the right mix of automation and human insight, Herio provides business owners with working capital in as little as 48 hours.

The founding team at Herio has funded over \$1.5 billion in loans to more than 10,000 small businesses in 700 industries.