

A financial management solution for Nigeria's MSMEs

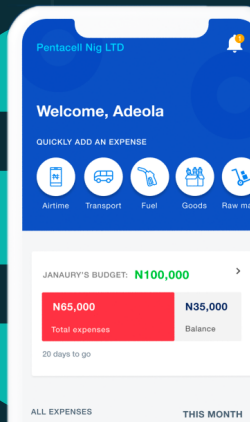
About Flex Finance

Flex Finance is a simple, accessible mobile platform that allows SMEs and solo entrepreneurs to manage and track their daily business expenses and finances, enabling them to digitize daily operations. With an intuitive UI, operating the app requires little-to-no financial knowledge, making for a delightful customer experience.

Why Flex Finance

6 out of 10 businesses close shop every 3 years due to poor financial management. Flex was built to change that. With Flex, business owners can create a digital footprint and bring operations online, enabling them to receive insights that help them make smarter spending decisions.

Flex Finance is committed to enabling more SMEs and solo entrepreneurs to make it past their third year, so they can continue to provide the income and jobs that sustain the vast majority of Nigerians.



How it works

1

Business owners and solo entrepreneurs can sign up in less than 3 minutes on the Flex app

2

Users can then start tracking expenses, which provides businesses real-time insight into how they're spending money, and gives them a digital footprint

3

Businesses can create and maintain a monthly budget for all business expenses

4

Over time, Flex provides spending insights, which help businesses understand spending habits and behaviours

Who we are



Yemi Olulana
Founder and CEO

2-time recipient of #YTech100 award, Yemi has over 7 years of engineering experience and over 4 years of product management experience with a successful track record leading teams in web, mobile, blockchain and machine learning technologies.



Anthony Adegbemi
CTO

A software engineer by background, Anthony has over 6 years of experience in building and maintaining technologies across web, mobile and blockchain applications.



Omoiyeni O.
Head of Growth

Yeni comes with 6 years of experience in managing digital products across fintech, classifieds, healthcare, and blockchain.



Jerry Okon
Business Development Manager

With 10 years of professional experience across government, media, and NGOs, Jerry had spent the last 3 years training over 500 SMEs.



Daniel Onuchukwu
Product lead

A product designer with 4 years of experience across fintech, banking, healthcare, agriculture, logistics, and blockchain.



Abiodun K.
Software Engineer

An engineer by background who has 4 years of experience building web and mobile applications with javascript.

Key statistics + impact:

Funding raised

USD \$200K

Market size

4.5Mn

digitally enabled SMEs in Nigeria

Customer testimonial

"I love how easy it is to use. The signup process was very smooth. I have tried other expense tracking apps and I always had difficulties. Flex is the best app I have used, so far"

Roll, Kaizen Pharmacy, Nigeria

Key investor



Awards + recognition

Winner of **Accion Company Builder** program 2019

Recipient of **People's Choice Award** at **Accion Company Builder** 2019

Selected by **Catalyst Fund** accelerator