

## Financing for a Digital Marketing Agency.

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### The Need:

With a strong leadership team in place and having raised some seed capital, our client was building out a digital marketing agency targeted to helping charities in North America. Their services enable clients to realize their fundraising sooner and reach their growth targets faster, smarter, and better with more predictable results.

With a comprehensive marketing plan and the completion of several key milestones, they were looking for a debt financing solution to enable them to upgrade their MVP digital platform with all of their planned features and functionality.

More specifically, they were looking for a solution to finance the build out of the integration of the sweepstake, donation, e-commerce, and social media plugin components.

### The Solution:

We were able to source them a \$350,000 Canadian Small Business Financing Loan (CSBFL) from a traditional lender that was used to fund the development and server costs noted above.

Of note, this loan could be repaid over a 7-year term, included 25% unsecured limited personal guarantee and could be repaid in full at any time during its term without penalty.

### The End Result:

This solution enabled our client to avoid having to raise more equity to fund these costs and could therefore preserve a portion of their equity they had already raised to fund the operating losses which are not costs that bank's typically finance.

The client was also busy with starting the business, so having our team do all the "leg-work" enabled them to focus on the core business, and not sourcing financing.

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At Isaacs Advisory, we have extensive experience in advising on, structuring, and sourcing a wide range of traditional and non-traditional financing solutions from small and medium sized businesses.

For more information on raising financing solutions for a start-up, early stage, growth, in-transition or business in distress, please contact Adrian Isaacs at (416) 835-4511 or [aisaacs@isaacsadvisory.ca](mailto:aisaacs@isaacsadvisory.ca).

