

## CASE STUDY:

# SageTea Software



## Business partners shorten cycles in software and in payment

SageTea Software is an award-winning technology company led by David Long and Scott MacGregor. Founded in 2007, SageTea launched its highly innovative core product, Text-to-Software®, in 2012. Their patented technology enables users to write database reconfiguration software using natural human language, enabling SageTea's customers to save millions of dollars and several months' time by shortening the software development cycle.

After finding immediate success through the Build in Canada Innovation Program, SageTea encountered a gap in large projects at a time of political change in Canada. Having to reduce staff amidst an uncertain commercial environment, the tech startup couldn't wait 30 to 60 days to get paid when projects started coming in again.

With a major project underway, CEO David Long heard about FundThrough from a fellow tech entrepreneur in his network. David enquired and heard back from FundThrough right away. David and Scott funded their first invoice as soon as it was issued and could immediately pay their award-winning staff 30 days *before* SageTea got paid by their customers.

SageTea continues to win new business with its innovative technology while enjoying a predictable and stable cash flow. The emergent technology has already won over MNP LLP, one of its latest strategic partners.

*"I've found it's been really easy to work with FundThrough. They worked really hard to get to a yes. It's been a very supportive business relationship. Invoice financing works extremely well for us."*

**SCOTT MACGREGOR**  
**PRESIDENT - SAGETEA SOFTWARE**

# 347

**DAYS NOT SPENT WAITING FOR PAYMENT**

# \$750,000

**FUNDING FOR NEW PROJECTS**

# 3

**NEW STRATEGIC PARTNERSHIPS SIGNED IN 2017**

### FUNDTHROUGH MAIN OFFICE

260 Spadina Ave,  
Toronto, ON

**CONTACT OUR DEDICATED  
ONDECK PARTNER SPECIALIST**

1-800-327-1358

**VISIT FUNDTHROUGH ONLINE**

[www.FundThrough.com](http://www.FundThrough.com)

