

CASE STUDY:

KOA Natural Foods



Natural foods entrepreneur feasts on financing to land her largest orders ever

Mariam Ekram loved athleticism, sports and fitness, so she couldn't understand why she was still fighting to feel great. She transformed her diet as a possible solution. "I started making small, healthy snacks for myself. My friends told me that they really liked them and before long I started selling them at the gym. People loved them, and it slowly started growing." Her entrepreneurial spirit kicked in and her company - KOA snacks - was born sharing space with entrepreneurs.

KOA's popularity and surge of brand-new customers took everyone, including Mariam, by surprise. As KOA grew into their own facility, waiting on invoice payment instantly became the barrier to growth. Large retailers with massive order sizes were hungry for her products, but fulfilling the order minimums and certifying her kitchen to code seemed impossible while waiting for payment.

Using FundThrough, Mariam was able to access \$30,000 in funds that were locked in her invoices and put them to immediate use filling KOA's largest orders ever. It was the push that she needed. "We were so small that banks wouldn't give us a loan. FundThrough is a solution to a problem that keeps entrepreneurs up at night. If you're in a constant state of worry you're not at your best performance level."

With access to funds as she needs them, Mariam has since been able to add new product lines to the KOA brand, earned the HACCP certification unlocking distribution partners, and grew her production facility to meet new, massive orders!

"The orders started getting bigger, and we dealt with people who paid us late. I have a manufacturing facility, and so my overhead is quite high and it's constant. FundThrough lets us pay the immediate payments. When we're so small that banks won't give us a loan, it's the push entrepreneurs need!"

MARIAM EKRAM
CEO - KEWAZA

600+

STORES CARRYING PRODUCT

\$30,000

UP-FRONT FUNDS USED TO EXPAND

3

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