



SWiSH funding \$105K in Pipeline from 5K Emails

Swish Funding, LLC, founded in December 2021 and headquartered in Los Angeles, CA, **is a fast-growing financial services company focused on delivering flexible capital solutions to small businesses across the United States.** The company offers business lines of credit, working capital, and equipment financing with approvals in minutes and funding in as little as 24 to 48 hours.

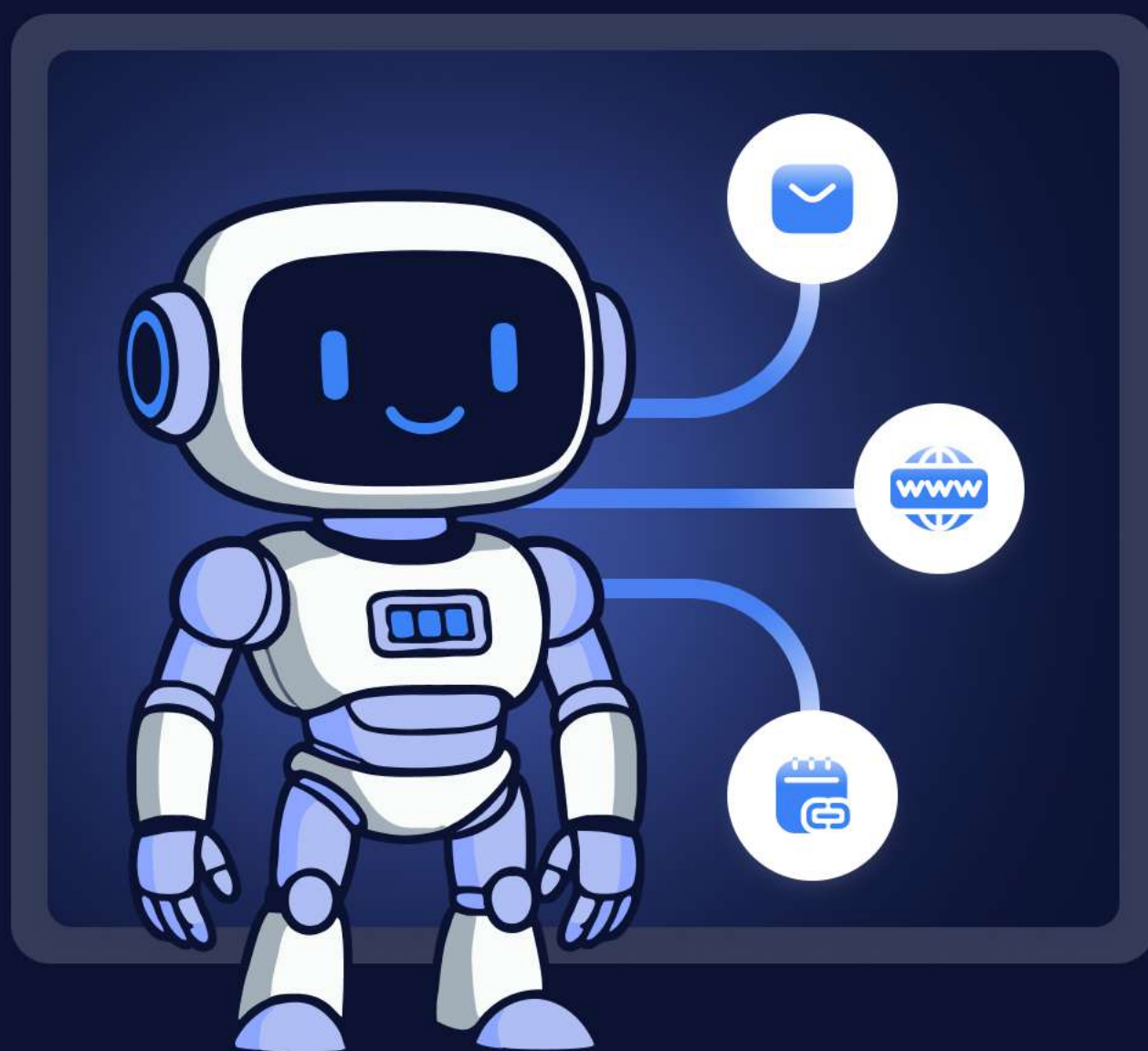
Accredited with an A+ rating by the Better Business Bureau and maintaining a 4.8/5 TrustScore on Trustpilot, Swish is consistently praised for its speed, simplicity, and customer responsiveness. Co-founded by Joel Bess and Zack Brown, Swish Funding operates as an independent, non-venture-backed lender focused on minimizing paperwork, accelerating funding, and offering real-time support to clients.

The company generates revenue from a percentage of funded capital rather than upfront fees, using a performance-based model aligned with borrower outcomes. Their flexible approach makes them a compelling partner for small business owners in need of rapid financing.

Campaign Objective

The campaign aimed to **generate qualified appointments with small business owners actively seeking funding solutions**, while testing outbound messaging performance and funnel conversion rates.

AI Robot & Resources



We setup our automated AI salesperson with

- **50 outbound sending inboxes**
- **10 sending domains**
- **and a calendar link**

to booking appointments with.

AI Salesperson Results



4,171

First-Time Contacts



4,079

Follow-Ups



68

Replies Received



2.2%

Reply Rate



12

Appointments Booked

Campaign Performance

Visual breakdown of total emails sent, reply rate, and opportunities with potential to convert into booked appointments—highlighting key engagement metrics and outreach efficiency.



Revenue Impact

Swish Funding does not charge clients upfront fees. Instead, it earns a margin on the total capital funded, which varies depending on:

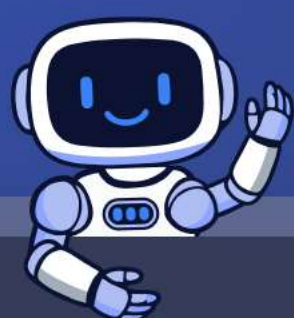
- ✓

Loan product type: merchant cash advance (MCA), term loan, or line of cred
- ✓

Repayment term and risk profile
- ✓

Funded amount: typically \$10,000 to \$2,000,000
- ✓

Applied interest or factor rate (e.g., 1.1–1.5 factor for MCAs or 12–30% APR for loans)






	Funded Deals	Avg Deal Size	Revenue Margin	Estimated Pipeline Value
CONSERVATIVE	4	\$60,000	10%	\$24,000
EXPECTED	6	\$75,000	12%	\$54,000
OPTIMISTIC	\$1,000,7	\$100,000	15%	\$105,000

Key Insights

- ✓ **20 qualified appointments were booked from just 101 replies**, yielding a strong appointment rate of nearly 20 percent.
- ✓ Outreach successfully reached capital-seeking SMBs with **urgent funding needs**, validating the offer positioning.
- ✓ Campaign **replies spiked quickly**, indicating **message-market fit** and immediate interest from the target audience.
- ✓ **Conversations showed low friction**; prospects were open and qualified, with minimal objection handling required.
- ✓ Even under conservative projections, the pipeline value generated **within two weeks offers substantial revenue potential**.

AI Sales Bot Conversations


The following screenshots showcase how our AI Sales Rep engages in **real email**  **conversations with a natural, human-like tone** . It not only responds promptly and professionally but also **handles objections with empathy, overcomes hesitation with clarity, and** consistently guides prospects **toward booking meetings** . From follow-up nudges to detailed replies, these interactions demonstrate the AI’s ability to build trust, maintain context, and convert interest into scheduled appointments—all without sounding robotic.



samantha@helloswishfunds.com
to yoav ▾

Fri, Jul 25, 3:22 PM (5 days ago) ☆ ↶ ⋮

Have you scheduled the discovery call yet or should we consider alternative partners who are ready to proceed?



Joel Podolny
to me, Yoav ▾

Fri, Jul 25, 3:38 PM (5 days ago) ☆ ↶ ⋮


Samantha,

Yoav followed up with you shortly after my reply. I'll cc him again.

Have a great rest of your weekend,

Joel

...




samantha@helloswishfunds.com
to joel ▾

Fri, Jul 25, 3:42 PM (5 days ago) ☆ ↶ ⋮

Thank you for the update, Joel. I appreciate you looping in Yoav again.

Could you confirm if Yoav has specific concerns or areas of interest regarding our funding solutions? This will help us prepare for a more focused discussion. If it's more convenient, we can reconnect in two months to review any new developments or requirements you might have by then.




Joel Podolny
to me ▾

Fri, Jul 25, 3:44 PM (5 days ago) ☆ ↶ ⋮

Yoav heads up finance for me, and he is just interested in understanding your funding solutions in more detail.

...




samantha@helloswishfunds.com
to david ▾

Mon, Jul 21, 11:17 AM (9 days ago) ☆ ↶ ⋮

David, I understand your concern about meeting the ARR requirement. Swish Funding focuses on the overall health and potential of your business, not just numbers. Would you like to discuss alternative qualifications or perhaps set a time to chat about your specific situation?

Our flexible solutions might fit your needs even if ARR isn't there yet. Let's reconnect in two months, or check my [calendar link](#) to pick a time that works for you.




David Lampert
to me ▾

Mon, Jul 21, 11:19 AM (9 days ago) ☆ ↶ ⋮

I'm happy to chat if that's not a requirement


...



samantha@helloswishfunds.com
to david ▾

Mon, Jul 21, 11:24 AM (9 days ago) ☆ ↶ ⋮


David, I appreciate your openness. Let's find a time that works for you via [calendar link](#) to discuss specifics and explore tailored solutions.



samantha@helloswishfunds.com
to becky ▾

Fri, Jul 25, 12:12 PM (5 days ago) ☆ ↶ ⋮

Becky, I understand the challenges of raising funds, especially when it feels like your vision isn't fully grasped by investors. Swish Funding could be a fit for you; we offer revenue-based financing which means you retain full ownership and control. Would you be interested in exploring this as an alternative funding option?




Becky Dockter
to me ▾

Fri, Jul 25, 12:13 PM (5 days ago) ☆ ↶ ⋮

We are always interested in any funding options.

Thanks,
Becky

...




samantha@helloswishfunds.com
to becky ▾

Fri, Jul 25, 12:18 PM (5 days ago) ☆ ↶ ⋮

Becky, it's great to hear that you're open to exploring funding options. Swish Funding specializes in revenue-based financing which could be an ideal solution for your company. This allows you to retain full ownership and control, without the complexities of traditional fundraising.

Would you like to schedule a time to discuss how this can specifically benefit your business? You can book a time that works for you via [calendar link](#).




Ali Mackani <ali@cree8.io>
to Lisa, sam ▾

Thu, Jul 24, 1:31 PM (6 days ago) ☆ ↶ ⋮

Hi Sam,

Can you share with us the requirements for your program and typical terms? We are in the process of selecting between Novel Capital and Lighter Capital offers, but happy to add your name to the list.

Thank you.




Ali Mackani
Co-Founder
[cree8.io](#)

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samantha@helloswishfunds.com
to lisa, ali ▾

Thu, Jul 24, 1:36 PM (6 days ago) ☆ ↶ ⋮

Ali, our requirements include a minimum \$10,000 average monthly revenue. Terms are flexible, tied to your revenue cycles.

Considering Novel and Lighter Capital, how do their terms compare to a non-dilutive option?

Campaign Outcome

Swish Funding, a Los Angeles-based lender specializing in fast capital for small businesses, ran a two-week outbound email campaign to test messaging and generate leads. **The campaign delivered 101 replies and 20 booked appointments** 📅, resulting in an estimated pipeline value of \$24,000 to \$105,000. The initiative validated both lead quality and offer positioning—proving cold email to be a scalable growth lever in the SMB lending space.

This campaign validated outbound email as a viable, scalable acquisition channel for Swish Funding. **Over just 15 days, the effort produced 20 qualified appointments from 5,454 emails**, converting into a **projected revenue pipeline of \$24,000 to \$105,000** 💰 depending on close rates and deal sizes.

The campaign highlighted strong alignment between Swish's fast-capital product and the SMB market's funding urgency. It also demonstrated how targeted messaging, supported by smart follow-ups and contact sequencing, can drive high-value conversations without relying on inbound or paid channels. Swish is now considering scaling outreach across additional sectors and geographies.