# Froda and Mimo partner to embed £92m flexible lending into UK SME financial systems



Swedish digital lender Froda and UK-based fintech platform Mimo have announced a partnership to unlock up to £92 million (€108 million) in flexible lending for small and medium-sized enterprises (SMEs) across the British Isles. This collaboration addresses one of the most pressing challenges for small businesses: access to timely and adaptable financing that supports growth.

Froda, established in 2015, has built a reputation for dramatically reducing the time SMEs spend securing loans, shrinking what might traditionally have been a months-long process to mere minutes. The company’s platform integrates embedded financing directly into existing financial operations, allowing borrowers to access capital seamlessly without navigating cumbersome paperwork or switching platforms. Present in the Nordics, the UK, Ireland, and Germany, Froda’s extensive experience is complemented by partnerships with major industry players like Visa, Checkout.com, and Nordic digital bank Lunar.

Mimo, meaning “money in, money out,” has swiftly grown since its inception two years ago into a vital tool for SMEs, accountants, and bookkeepers by simplifying global payments, cash flow, and overall financial management. The platform is now used by recognised brands such as Wales Bonner and Bold Bean, alongside several UK accounting firms. The partnership with Froda enables Mimo users to access instant, flexible financing embedded directly into their existing payment and cash flow management systems. This integration means businesses no longer have to endure lengthy loan applications or switch between platforms, streamlining the path to obtaining necessary funds.

Olle Lundin, co-founder and CEO of Froda, emphasised the importance of this collaboration, stating that embedding financing options into Mimo’s platform empowers UK SMEs to access capital “without unnecessary complexity or paperwork.” Similarly, Henrik Grim, co-founder and CEO of Mimo, highlighted that the partnership helps achieve the company’s vision of simplifying financial operations for SMEs, delivering fast, flexible financing within the tools their customers already rely on.

This alliance builds on Froda’s broader ambition to close Europe’s vast SME funding gap, estimated at €400 billion. The company recently raised €20 million in a Series B funding round led by Incore Invest to accelerate its European expansion and enhance its data-driven financing solutions. This boost supports Froda’s rapid growth trajectory, including a 30% year-over-year increase in customers and new embedded partnerships averaging one per month. These developments position Froda as a key player addressing the financing challenges faced by millions of SMEs across Europe.

Moreover, Froda's innovative embedded financing model has gained traction not only through its partnership with Mimo but also in wider European markets. The company has secured landmark agreements, such as the first EU-wide microfinance partnership with the European Investment Fund (EIF), unlocking a total of €150 million in lending capacity. This partnership aims to support approximately 10,000 microenterprises across Europe, many of which have limited access to fair financing. Data from the collaboration shows SMEs financed by Froda have experienced an average growth of 131% within their first year post-financing—underscoring the impact of accessible credit.

Other recent partnerships, such as those with Nordic fintechs and banking software providers, further extend Froda’s reach and influence. Collaborations with companies like Ageras, which serves over 300,000 SME customers across Europe, and wamo, focused on card-based lending in Finland, illustrate Froda’s commitment to delivering fast, flexible financing solutions tailored to local markets. These innovations directly tackle structural funding obstacles by embedding lending in everyday financial tools SMEs use, thus eliminating traditional friction points in accessing capital.

Mimo, too, has received new investment of $8.5 million (£6.6 million) led by European early-stage tech investor Project A to continue expanding its B2B payments and financial management platform. This funding bolsters Mimo’s capacity not only to deepen its collaboration with Froda in the UK but also to explore scalability across Europe, potentially delivering over $125 million (£96.5 million) in working capital solutions to SMEs.

The partnership between Froda and Mimo underscores a significant shift in SME financing practices: the integration of embedded, flexible lending into digital financial ecosystems. This approach promises to alleviate one of the most significant barriers to SME growth—the need for quick, uncomplicated access to capital—while supporting the broader economic contribution of small businesses across the UK and Europe.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/), [[6]](https://www.mimohq.com/resources/press), [[7]](https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/)
* Paragraph 2 – [[1]](https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/), [[2]](https://www.froda.se/en/press/press-releases/froda-raises-eu20m-to-accelerate-embedded-sme-finance-across-europe-3382225)
* Paragraph 3 – [[1]](https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/), [[6]](https://www.mimohq.com/resources/press), [[7]](https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/)
* Paragraph 4 – [[1]](https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/), [[6]](https://www.mimohq.com/resources/press), [[7]](https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/)
* Paragraph 5 – [[2]](https://www.froda.se/en/press/press-releases/froda-raises-eu20m-to-accelerate-embedded-sme-finance-across-europe-3382225), [[5]](https://www.mynewsdesk.com/froda/pressreleases/froda-expands-partnership-with-eif-unlocking-150-euro-million-in-first-eu-wide-microfinancing-guarantee-3367902)
* Paragraph 6 – [[3]](https://www.froda.se/en/press/press-releases/froda-and-ageras-initiates-new-strategic-partnership-empowering-sme-financing-across-europe-3283648), [[4]](https://www.froda.se/en/press/press-releases/froda-and-wamo-partner-to-strengthen-sme-financing-in-finland-through-card-based-lending-and-instant-loans-3385967), [[5]](https://www.mynewsdesk.com/froda/pressreleases/froda-expands-partnership-with-eif-unlocking-150-euro-million-in-first-eu-wide-microfinancing-guarantee-3367902)
* Paragraph 7 – [[6]](https://www.mimohq.com/resources/press), [[7]](https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/)
* Paragraph 8 – [[1]](https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/), [[2]](https://www.froda.se/en/press/press-releases/froda-raises-eu20m-to-accelerate-embedded-sme-finance-across-europe-3382225), [[3]](https://www.froda.se/en/press/press-releases/froda-and-ageras-initiates-new-strategic-partnership-empowering-sme-financing-across-europe-3283648), [[4]](https://www.froda.se/en/press/press-releases/froda-and-wamo-partner-to-strengthen-sme-financing-in-finland-through-card-based-lending-and-instant-loans-3385967), [[5]](https://www.mynewsdesk.com/froda/pressreleases/froda-expands-partnership-with-eif-unlocking-150-euro-million-in-first-eu-wide-microfinancing-guarantee-3367902), [[6]](https://www.mimohq.com/resources/press), [[7]](https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://impact-investor.com/froda-partners-with-mimo-to-unlock-92m-in-sme-funding/> - Please view link - unable to able to access data
2. <https://www.froda.se/en/press/press-releases/froda-raises-eu20m-to-accelerate-embedded-sme-finance-across-europe-3382225> - Froda, a leader in embedded SME financing, has secured €20 million in a Series B funding round led by Incore Invest, with participation from existing investors. This investment aims to accelerate Froda's European expansion and enhance its data-driven financing solutions for SMEs. The company has experienced significant growth, including a 30% year-over-year increase in customers and the signing of one new embedded partner per month. Froda's platform integrates directly with banks and payment providers, enabling SMEs to access instant financing at the point of need. Recent partnerships with Mimo (UK), Lunar (Nordics), and Kontist (Germany) underscore the growing demand for Froda's solutions, addressing Europe's €400 billion SME funding gap. The company has also been included in the FT1000: Europe's Fastest Growing Companies 2025. Founded in 2015, Froda has expanded across the Nordics, the UK, Ireland, and Germany, partnering with industry leaders like Visa, Checkout.com, and Lunar. Froda is a licensed credit market company under the supervision of the Swedish Financial Supervisory Authority.
3. <https://www.froda.se/en/press/press-releases/froda-and-ageras-initiates-new-strategic-partnership-empowering-sme-financing-across-europe-3283648> - Froda and Ageras, two Nordic tech companies, have entered into a strategic partnership to empower SME financing across Europe. Froda, one of Sweden's fastest-growing fintechs, has helped more than 50,000 businesses access financing. Ageras is a leading provider of software for banking, accounting, and administration, serving over 300,000 SME customers across Europe. The partnership aims to support more small businesses in Europe with financing through Froda Embedded. SMEs make up 99% of all businesses in Europe, employ 100 million people, and contribute to over half of Europe's GDP. Despite this, access to financing remains a significant obstacle for small business owners in Europe. The partnership with Ageras marks an exciting new phase for Froda, expanding its reach and assisting more European small businesses with financing. Froda Embedded, launched in 2021, has experienced significant growth, with a 100% increase in the past year, expanding from three to nine partners and from three to five markets. The partnership with Ageras further extends Froda's international expansion and growth journey.
4. <https://www.froda.se/en/press/press-releases/froda-and-wamo-partner-to-strengthen-sme-financing-in-finland-through-card-based-lending-and-instant-loans-3385967> - Froda has partnered with UK fintech wamo to launch card-based lending in Finland, aiming to close the SME financing gap by offering fast, flexible financing of up to €200,000 to Finnish businesses. Despite Finland's high digital competence, the country's SME financing infrastructure has struggled to keep up with evolving digital demands. The partnership addresses this issue by providing Finnish SMEs with a fully digital and flexible financing option via card-based lending, helping businesses secure the financing they need to grow. Froda's card-based lending solution allows card-issuing partners to offer real-time business loans, with seamless disbursements and repayments via Visa business cards, removing barriers to access financing and providing SMEs with the flexibility to manage finances and scale operations more effectively. The product is currently live in Finland, with plans to expand into additional European markets, serving thousands of SMEs across the continent while continuously improving the speed and flexibility of financing solutions.
5. <https://www.mynewsdesk.com/froda/pressreleases/froda-expands-partnership-with-eif-unlocking-150-euro-million-in-first-eu-wide-microfinancing-guarantee-3367902> - Froda has expanded its partnership with the European Investment Fund (EIF), securing an additional €100 million in lending capacity, bringing the total to €150 million. This agreement marks Froda as the first company to establish an EU-wide microfinance partnership with the EIF, providing critical financing support to SMEs across Europe. The SME financing gap in Europe is estimated at €400 billion, with many small businesses struggling to access the financing needed to grow and compete. To address this, EIF leverages various guarantee programs to expand financing options for SMEs. Since 2022, Froda has partnered with the EIF to improve access to financing for micro-enterprises in Sweden. Froda's financing model has demonstrated effectiveness, with SMEs financed through Froda experiencing an average growth of 131% within their first year after receiving financing. With €150 million in lending guarantees, Froda aims to replicate the efforts in Sweden on a wider scale to 10,000 SMEs across Europe, driving economic growth and innovation while addressing the financing gap for microenterprises with limited access to fair financing.
6. <https://www.mimohq.com/resources/press> - Mimo, a UK-based SMB financial management platform, has raised $8.5 million in new investment, led by Project A, with participation from existing investors Northzone and Seedcamp. Mimo has also arranged an embedded funding partnership with Froda, a leading SMB financing provider, enabling Mimo to provide UK SMBs with over $125 million in flexible working capital solutions over the coming years, with potential for pan-European scalability. Mimo's suite of financial management tools, including a newly launched bookkeeping automation capability, enables businesses and accountants to easily manage money coming in and going out. The company plans to use the new equity funding to continue building out its B2B payments solution for SMBs and expand its headcount.
7. <https://www.openbankingexpo.com/news/mimo-secures-new-8-5m-equity-investment-arranges-embedded-funding-partnership/> - UK-based SMB financial management platform Mimo has raised $8.5 million (£6.6 million) of new investment, led by European early-stage tech investor Project A, and has also secured an embedded funding partnership with Nordic fintech Froda. In addition to Project A, existing investors Northzone and Seedcamp participated in the funding round. The new partnership with Froda will enable Mimo to provide UK SMBs with more than $125 million (£96.5 million) in flexible working capital solutions over the coming years, with potential for pan-European scalability. The latest equity funding will be used by Mimo to continue to build out its B2B payments solution for SMBs and to grow its headcount.