

OnDeck: Making small business dreams a reality, in real time¹



2.5B

in OnDeck small business
loans in 2018²

86%

of customers surveyed
found "Instant Funding"
useful³

2018

Launched
"Instant Funding"

VISA | ondeck





By giving them real-time¹ access and a better understanding of Visa Direct, we are unlocking the additional opportunities that arise over the weekend, at night or over a holiday.

Sam Verrill

OnDeck Director of
Product Management



Challenge:

OnDeck, a proven leader in online lending to small businesses, needed to provide customers with faster access to credit line withdrawals. On a scale of 1 to 5, with 5 being most useful, 86% of customers surveyed ranked “Instant Funding” as a 4 or 5.³

Solution:

OnDeck teamed up with payment provider Ingo Money to launch an Instant Funding offering, supported by Visa Direct, to send credit line withdrawals straight to customers’ business bank accounts using the debit cards already in their wallets.

Result:

Through its Instant Funding offering, supported by Visa Direct, OnDeck is leading the way in online lending payment innovation by getting financing to small business customers in real time.¹

Learn more

[**Click here to visit the Visa Direct website**](#)

Footnotes:

1. Actual fund availability depends on receiving financial institution and region. Visa requires fast funds enabled issuers to make funds available to their recipient cardholders within a maximum of 30 minutes of approving the transaction. Please refer to your Visa representative and the Visa Direct Original Credit Transaction Global Implementation Guide for more information.

2. OnDeck 2018 Annual Report, Key Financial and Operating Metrics, pg. 42

3. OnDeck client survey, customers who ranked usefulness of Instant Funding as 4 or 5 on a scale of 1 to 5, with 5 being “most useful”