

PR

1. Press Release Template – New Product Launch – Breakdown

Title: [Partner Name] launches [Business Loan Product Name] to support SME growth together with Froda

City, Date - A brief introduction highlighting the purpose of the product and its relevance to small businesses. Mention the challenges faced by small businesses and how the product addresses these issues.

Section highlighting main product description:

Explain the product in one or two sentences. Include:

- What it does (e.g., "provides accessible, fast, and fair financing").
- How it works (e.g., "leverages advanced technology for faster assessments").
- Who it helps (e.g., "targets underserved groups such as women entrepreneurs or minority-owned businesses").

Quote from partner spokesperson:

Include a quote emphasizing the mission, impact and innovation with the partnership

Section highlighting key product features:

- How customers can apply (e.g., "via app/portal, in minutes").
- Approval time (e.g., "funds available within 24 hours").
- Any unique aspects (e.g., "automated repayments").

Section mention the partnership and availability

- Highlight the collaboration with Froda, including experience and expertise in small business financing.
- State where and how the product can be accessed (e.g., "available now via [App/Portal Name]").

About [Partner Name]

Insert updated boiler plate about your company.

About Froda

Insert updated boiler plate about Froda.

2. Press Release Template – New Product Launch – Example

[Partner Name] launches **[Business Loan Product Name]** to support SME business growth

City, Date – Small businesses play a vital role in driving economic growth and innovation, yet many face obstacles in accessing the financing they need to thrive. **[Partner Name]** is addressing these challenges with the introduction of **[Business Loan Product Name]**, a new solution offering fair, fast, and accessible financing for entrepreneurs.

The **[Business Loan Product Name]** simplifies and accelerates the financing process. By leveraging advanced digital tools and machine learning, the product evaluates applications based on business performance and growth potential, bypassing outdated or biased lending criteria. This approach ensures that underserved groups, including women entrepreneurs, immigrants, and minority-owned businesses, gain equitable access to funding.

*"We believe every entrepreneur deserves the chance to succeed," said **[Spokesperson Name]**, **[Title]**. "By breaking down traditional barriers and using innovative technology, we're empowering small businesses to achieve their goals while contributing to stronger, more inclusive communities."*

Applications can be completed online via the **[Partner Name]** App/Portal in minutes. Digital agreements and quick approvals ensure funds are disbursed within 24 hours. Automated repayment options allow business owners to focus on growth without added administrative burdens.

This product is made possible through a collaboration with Froda, a Swedish embedded lending provider with over a decade of expertise in small business financing. The **[Business Loan Product Name]** is now available via the **[Partner Name]** App/Portal.

About **[Partner Name]**

[Partner Boiler Plate]

About Froda

[Froda Boiler Plate]