



Bizcap is on a quest to enable small businesses to grow

By having fast access to funds, thanks to a unique approach to assessing credit and risk. Chief Revenue Officer Rebecca del Rio, shares how the ASUS ExpertBook B7 Flip, is helping her clients take their businesses to the next level.

Since its inception in 2019, Bizcap has become one of the fastest growing companies in the Australian financial sector. With almost 100 team members, a 4.9 Trust Pilot rating and multiple We Money and Fintech awards, small businesses have turned to Bizcap for fast and flexible business loans ranging from \$5,000 to \$5M with approvals in as little as 24 hours. Having helped more than 25,000 SMEs across Australia and New Zealand, with cumulative funding of \$1B, Bizcap is preparing to launch its award-winning solutions and customer service in the United Kingdom.

Rebecca is also the co-founder of Ploomo, a technology business that takes a data-driven and scientific approach to supporting leaders build high-performing teams across Australia, connecting them with the insights they need to grow their people and boost business performance.

When reflecting on life and work, Rebecca's view is more towards integration as opposed to balance. She spends a significant amount working across various companies with whilst also being a mother.

"I'm proud of being able to juggle businesses that are deeply aligned with my passion for problem solving, innovating and prioritising people."

This doesn't happen easily, as she relies on resources and technology to assist. For Rebecca, it comes down to choosing and having the right tools in her kit.

"The ASUS ExpertBook B7 Flip helps me manage the juggle and not get bogged down with technology hurdles or reliability issues".

As part of her remit at Bizcap, Rebecca collaborates with the co-founders and executive teams to strategise and drive financial, operational and people goals. Rebecca works with exceptional leaders to see teams thrive and surpass their goals. Rebecca takes great pride in seeing individuals grow and flourish within their roles and develop personally and professionally. Her role is to support them to do this in a safe yet demanding environment. With its fast-paced environment, Bizcap requires the right team of people to help ensure continuous growth and to push the envelope on what it means to be a solutions-orientated lender.

Rebecca works closely with the Product & Technology team to help drive new product development and deliver appealing products to market that help SMEs and brokers hit their respective business goals.

The last year has seen over 270% YOY growth and the launch of new products. As an Advisor and Co-founder of Ploomo, Rebecca helps strategise and attain product market fit with an agile approach to the sales & marketing strategy, driving both the team and the business to reach their full potential, via a people-first approach to create an environment of creativity and resilience.

Rebecca's requirements for a laptop include lightweight and robust design, long battery life and ideally stylus input to review & annotate content such as diagrams, frameworks and marketing collateral.

"The main reason I choose a laptop is for flexibility - I work from the office, my couch, dining table and sometimes even at my hairdresser".

With military-grade testing and durability, the ASUS ExpertBook B7 Flip is ready for work, anywhere. The flexibility and overall performance of the ASUS ExpertBook B7 Flip are among the standout attributes for Rebecca, allowing her to have multiple tasks and applications running simultaneously, with seamless switching from one to another.

"This laptop is a great tool for someone like me, I love anything that makes life easier".

Almost everything Rebecca does on her laptop is cloud-based, running via Edge and Chrome browsers. She always has 3 profiles set up - one for Bizcap ANZ, one for Bizcap UK and one for Ploomo, each with multiple tabs usually open at once.

The ASUS ExpertBook B7 Flip's touch display with anti-reflection and anti-fingerprint Corning® Glass not only lets Rebecca annotate quickly, but also allows her to easily share content with her team. The integrated NumberPad has also been a game changer for her, providing heightened functionality on the go, without the need for a separate keyboard.



Final thoughts from Rebecca:

"I couldn't recommend my ASUS ExpertBook B7 Flip enough - it hasn't had a single issue with my bad habit of having multiple tabs open. It's so portable and is perfect for working from airports, cafes and hot desks, thanks to WIFI 6E and 5G connectivity. The camera and video quality, teamed with AI-noise cancellation, are exceptional and out-perform my previous laptops ten-fold when it comes to video calls. Plugging into multiple conferencing devices has been easy, thanks to an extensive array of built-in ports."

To learn more about Bizcap and Ploomo, visit:

www.bizcap.com.au

www.ploomo.io



Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook series.

"Users in today's dynamic business landscape must be equipped with devices that offer the optimal mix of portability, performance and durability. ASUS ExpertBooks are pivotal for users like Rebecca, and we look forward to seeing her and her businesses continue to help SMEs elevate their commercial outcomes."

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