

# Prospect Dossier: Brim Financial

Competitive Intelligence Deliverable — Sample | Generated by Klarix

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## Quick Facts

ATTRIBUTE	VALUE
COMPANY	<b>Brim Financial</b>
DOMAIN	brimfinancial.com
INDUSTRY	FinTech — <b>Credit-Card-as-a-Service (PaaS)</b>
HQ	Toronto, ON, Canada
US OFFICE	New York, NY
PHONE	(XXX) XXX-XXXX
EMAIL	info@brimfinancial.com
EMPLOYEES	~62 (ramping aggressively post-Series C)
REVENUE	~\$12M ARR
FOUNDED	2017
TOTAL FUNDING	\$110M+ (\$85M Series C, \$25M Series B, \$300M credit facility)
SERIES C	\$85M (April 2024) — led by EDC Growth Equity Fund
STAGE	<b>Growth — US market expansion</b>
KEY PARTNERSHIP	<b>Mastercard</b> (US open banking integration)
ANALYST RECOGNITION	<b>Best-in-class</b> Credit-Card-as-a-Service (Aite-Novarica / Datos Insights)
DELOITTE FAST 50	<b>1,028% revenue growth</b> (2019-2022)
CEO	Rasha Katabi, Founder
SCORE	<b>8.5/10</b>
CONFIDENCE	<b>High</b>

## Company Overview

Brim Financial is a Canadian FinTech providing a platform-as-a-service (PaaS) for credit card programs. The company enables banks and fintechs to launch and manage branded credit card products with **8-10 week deployment** (vs. the industry norm of **12-18 months**). Brim closed an **\$85M Series C** in April 2024 led by EDC Growth Equity Fund and formed a **transformational partnership with Mastercard** for US open banking expansion.

Key proof point: Brim migrated fintech Zolve off a legacy provider, secured a new sponsor bank, and relaunched their US credit card program in **under 90 days** — a feat that has become **the benchmark** in PaaS fintech circles. Named to **Deloitte's Technology Fast 50** for **1,028% revenue growth** and ranked **best-in-class** by Aite-Novarica Group.

## Products/Services & Pricing

PRODUCT/SERVICE	TARGET CUSTOMER	PRICE MODEL	UNITS	KEY DIFFERENTIATOR
<b>Credit-Card-as-a-Service Platform</b>	Banks and fintechs launching branded card programs	<b>Platform fee</b> + per-transaction	Annual contract + <b>interchange revenue share</b>	<b>8-10 week deployment</b> vs. <b>12-18 months</b> industry norm
<b>Issuer Processing</b>	Financial institutions needing modern card infrastructure	<b>Per-transaction processing fees</b>	Per transaction	Real-time processing, modern API architecture, Mastercard integration
<b>Program Management</b>	Companies wanting end-to-end card program operations	<b>Managed service fee</b> (monthly)	Per active card program	Full lifecycle management from BIN sponsorship to rewards
<b>Open Banking Integration</b>	US banks adopting open banking standards	<b>Partnership/licensing</b>	Per integration	<b>Mastercard partnership</b> enables data-sharing infrastructure

Brim monetizes through a combination of **platform licensing, per-transaction fees, and interchange revenue sharing**. The **\$85M Series C + \$300M credit facility** from i80 Group signals confidence in their unit economics. Their competitive wedge is **deployment speed** — the **Zolve 90-day migration** proves they can onboard fintechs at **5-10x the speed** of legacy providers like FIS and Fiserv. Named **best-in-class** by Aite-Novarica for Credit-Card-as-a-Service.

## Pain Points (Evidence-Based)

PAIN POINT	EVIDENCE	SEVERITY
<b>US market entry</b> against entrenched legacy providers	Entering a market dominated by <b>Marqeta, Galileo, FIS</b> , and legacy bank infrastructure	<b>High</b>
Competitors using <b>FUD and lock-in contracts</b>	Common PaaS dynamic; legacy providers protect accounts with <b>multi-year contracts</b>	<b>High</b>
Scaling BD team needs <b>real-time competitor pricing intel</b>	New Chief Growth Officer ( <b>Meenaz Sunderji</b> ) building US sales motion from scratch	<b>Medium</b>
<b>Canadian playbook</b> may not translate to US dynamics	<b>Laurentian, CWB, TrueNorth</b> wins are Canadian — US bank procurement is different	<b>Medium</b>

## Buying Triggers

TRIGGER	SIGNAL	URGENCY
\$85M Series C (April 2024)	Massive war chest for US expansion — <b>hiring across all functions</b>	<b>High</b> — deploying capital now
<b>Mastercard partnership</b> for US open banking	<b>Transformational deal</b> creating new market access	<b>High</b> — competitive window opening
<b>New Chief Growth Officer</b> hired	<b>Meenaz Sunderji</b> building US BD from scratch — needs intel infrastructure	<b>Medium</b> — <b>first 90 days critical</b>
<b>Zolve 90-day migration</b> benchmark	Proven <b>rapid deployment</b> — need to replicate at scale in US	<b>Medium</b> — operational proof point

## Key Contacts

NAME	TITLE	EMAIL	PHONE	SCORE	ROLE
Rasha K.	CEO & Founder	rasha.katabi@XXXXX.com	(XXX) XXX-XXXX	<b>8/10</b>	Decision Maker
Kamran J.	VP Strategy	kamran.jessani@XXXXX.com	(XXX) XXX-XXXX	<b>7/10</b>	Decision Maker

### • Rasha K. — CEO & Founder

- Built Brim through **\$110M+ funding + Mastercard partnership**
- **Deloitte Fast 50** (1,028% growth)
- Drives **US market entry** strategy
- **Angle:** Map competitor pricing, contract renewal windows, product gaps for **US attack plan**

### • Kamran J. — VP Strategy

- Leads **strategic planning** and competitive positioning
- Translating **Canadian wins** into repeatable **US playbooks**
- **Angle:** Structure **real-time** competitor pricing/roadmap intel for BD team deal flow

## Marketing & Positioning Analysis

### How They Position Themselves

- **Core message:** "Modern credit card infrastructure, deployed in weeks not months" — speed is the entire brand narrative
- **Proof points:** **Zolve 90-day migration**, **1,028% growth** (Deloitte Fast 50), **Mastercard partnership**, **Aite-Novarica best-in-class**
- **Enterprise credibility play:** Analyst recognition + Mastercard name + Canadian bank wins (**Laurentian, CWB, TrueNorth**) build institutional trust
- **Hiring narrative:** New **Chief Growth Officer** (Meenaz Sunderji) signals deliberate US market offensive

### How Competitors Position in This Space

- **Marqeta** (700+ employees, public): "Modern card issuing" — positions on **developer experience** and **just-in-time funding**; deep US relationships but **higher cost** and slower innovation
- **Galileo/SoFi** (500+ employees): "Digital banking APIs" — positions on **breadth of banking services**; parent company (SoFi) focus creates **strategic ambiguity** about Galileo's independence
- **FIS** (55,000+ employees): "Global payment infrastructure" — positions on **installed base** and **risk reduction**; uses **FUD** and **multi-year bundled contracts** to retain banks
- **Fiserv** (40,000+ employees): "Banking technology" — positions on **deep US relationships** and regulatory compliance; modernization narrative is gaining traction

## Positioning Gaps Identified

- **Canadian-first narrative:** All major proof points (**Laurentian, CWB, TrueNorth**) are Canadian — US bank procurement teams will ask "where are your US references?"
- **Speed claim needs US validation:** The **90-day Zolve migration** is powerful but it's a single case study — legacy providers will question repeatability
- **CI infrastructure absent:** With a new BD team building from scratch under **Meenaz**, there's likely no structured competitive intelligence — reps are entering US deals without systematic knowledge of **Marqeta/Galileo pricing** or **FIS contract renewal timelines**

## Their Language (RAS Triggers)

- **Words that resonate:** Modern infrastructure, **rapid deployment, 90-day migration**, open banking, PaaS
- **Industry jargon:** BIN sponsorship, issuer processing, interchange, program management, sponsor bank
- **Words to avoid:** Legacy, slow, traditional

## Personalized Hooks

**Hook 1 (Speed):** "The Zolve migration — **90 days** to relaunch a full card program — is the kind of speed that makes legacy providers nervous. Nervous competitors get creative with **lock-in contracts and FUD**. How is your BD team staying ahead of those tactics?"

**Hook 2 (Growth):** "**1,028% revenue growth** (Deloitte Fast 50) and now an **\$85M Series C** for US expansion. As you go head-to-head with **Marqeta and Galileo**, where does the intel on their pricing and product gaps actually come from?"

**Hook 3 (Competitive):** "Legacy PaaS providers have **deeper relationships** with US banks. The **Mastercard partnership** levels the field — but your reps still need to know what they're walking into. How structured is your competitive intelligence for US deals?"

## SWOT Analysis

Strengths	Weaknesses
Proven <b>rapid deployment (8-10 weeks vs. 12-18 months)</b> industry standard)	US market is <b>greenfield</b> — no existing bank relationships or local references
<b>Zolve 90-day migration</b> sets the benchmark competitors can't match	<b>62 employees</b> scaling against <b>Marqeta (700+), Galileo (500+)</b> , and legacy providers
<b>\$85M Series C + \$300M credit facility</b> provides significant runway	<b>Canadian success</b> may not translate directly to <b>US bank procurement</b> dynamics
<b>Mastercard partnership</b> creates instant credibility and market access	Competitive intelligence likely <b>ad hoc</b> — new BD team building from scratch

OPPORTUNITIES	THREATS
<b>US open banking infrastructure</b> being rebuilt — Brim can capture share during transition	Legacy providers ( <b>FIS, Fiserv</b> ) can <b>lock banks into multi-year contracts</b>
<b>Mid-market banks</b> underserved by legacy PaaS — Brim's <b>speed is the wedge</b>	<b>Marqeta and Galileo</b> have established US sales teams and references
Structured CI would arm the BD team with <b>pricing intel and contract renewal timelines</b>	Economic uncertainty could <b>slow bank infrastructure modernization</b>

Aite-Novarica "best-in-class" ranking is an analyst proof point competitors lack

Competitors may **copy the speed narrative** as they modernize their own platforms

**Key Takeaway:** Brim has the **product speed advantage** and **capital** to compete in the US, but they're entering a market where **incumbent relationships matter more than technology**. The new BD team needs **structured competitive intelligence** — competitor pricing models, contract renewal windows, and product roadmap gaps — to exploit the openings **before legacy providers close them**.

## Competitors Identified

COMPETITOR	SIZE	POSITIONING	KLARIX ASSESSMENT
Marqeta	700+ employees	Modern card issuing platform; <b>public company (MQ)</b>	<b>Market leader</b> in US; deep bank relationships but <b>higher cost</b> and slower innovation cycle
Galileo (SoFi)	500+ employees	Card processing and digital banking APIs	Acquired by SoFi; strong mid-market but <b>parent company focus creates strategic ambiguity</b>
FIS (Worldpay)	55,000+ employees	Legacy payment infrastructure	<b>Massive installed base</b> ; slow to modernize but can <b>lock banks into multi-year bundles</b>
Fiserv	40,000+ employees	Legacy payment and banking technology	<b>Deep US relationships</b> ; uses <b>FUD and long-term contracts</b> to retain banks
i2c	300+ employees	Next-gen issuer processing platform	<b>Agile competitor</b> ; strong in emerging markets but <b>less US bank penetration</b>

## Events & Trade Shows

EVENT	DATE	LOCATION	RELEVANCE
Money20/20 USA	Oct 2026	Las Vegas, NV	<b>Premier payments event</b> ; Marqeta and Galileo will be there
Finovate Fall	Sep 2026	New York, NY	<b>Demo-focused</b> ; ideal for Brim's speed narrative
LendIt Fintech USA	May 2026	New York, NY	Lending and banking innovation; <b>sponsor bank relationships</b>

## Research Sources Consulted

- Company website (brimfinancial.com) and press releases
- **Crunchbase** funding history (\$85M Series C, \$25M Series B, \$300M credit facility)
- **Deloitte Technology Fast 50** rankings (2022)
- **Aite-Novarica Group / Datos Insights** analyst reports
- **Mastercard** partnership announcements
- **Apollo** company and contact enrichment
- **LinkedIn** company page and employee profiles
- **Zolve migration** case study and fintech press coverage
- **SEC filings** and public company data (Marqeta, SoFi/Galileo comparisons)

## Outreach Sequence

## Target Decision-Makers

NAME	ROLE	ANGLE
Rasha K.	CEO & Founder	Strategic — CI for <b>US market entry</b> ; exploiting competitor weaknesses
Kamran J.	VP Strategy	Tactical — structuring <b>pricing and roadmap intel</b> for BD team deal flow

## LinkedIn Connection Request

Rasha, **Deloitte Fast 50** with **1,028% growth** and now an **\$85M Series C** for the US push. The **Zolve migration in 90 days** is the proof point — but legacy providers will fight back with **lock-in contracts**. How are you arming your BD team for those battles?

## Follow-Up #1 (Day 0 — After Accept)

Thanks for connecting, Rasha. With **Meenaz** now leading growth and the **Mastercard partnership** opening doors, I'd imagine the competitive questions are getting harder. Legacy providers have **deeper bank relationships**. When your reps are in deals against **Marqeta or Galileo**, where does the intel on their **pricing and product gaps** actually come from?

## Follow-Up #2 (Day 3)

One pattern I've been tracking in PaaS deals: the fintechs winning usually have **real-time intel on competitor contract renewal timelines**. When a legacy provider's **3-year deal is up for renewal**, that's the exact window where Brim's **90-day deployment narrative** lands hardest. Is that something your BD team is mapping systematically?

## Follow-Up #3 (Day 7)

Last touch for now. One thing I've been tracking: the PaaS fintechs winning US deals usually know their **competitor's contract renewal timelines** before the prospect even mentions them. That's the window where Brim's **speed narrative is most powerful**. If mapping that is ever a priority, I'm here.

## Email Alternative (If No LinkedIn Response)

**Subject:** Competitor contract timelines for the US push

Hi Rasha, the **Zolve migration** story is interesting — **90 days** to relaunch a full card program. That's the kind of speed that makes legacy providers nervous. But nervous competitors tend to get creative. They **lock in longer contracts, bundle services, spread FUD** about newer platforms. With **Meenaz** now leading growth and your team scaling into US deals, how are you making sure reps know what objections are coming **before the prospect even raises them**? I've been tracking how PaaS deals are getting won lately — happy to share a few patterns if useful.

## Voicemail Script (30 seconds)

"Hi Rasha, this is [Name] from Klarix. I'm calling because Brim's **90-day Zolve migration** has been making waves in fintech circles. As you scale into the US against **Marqeta and Galileo**, I work with B2B sales teams to arm their reps with **real-time competitive intelligence** — pricing models, contract renewal windows, product roadmap gaps. I'd love to hear how your new BD team under **Meenaz** is handling that today. I'll send an email with a few details."

## Cold Call Script

**You:** "Hi Rasha, this is [Name] with Klarix. Do you have **30 seconds**?"

**Rasha:** "Sure, go ahead."

**You:** "I saw the **\$85M Series C** and the **Mastercard partnership** — you're clearly going all-in on the US. The question I keep hearing from fintech BD leaders entering the US market is: how do you know which **legacy provider contracts are up for renewal** and where

the openings actually are? Because that's the window where Brim's **90-day deployment** story lands hardest. Is that something your team is mapping systematically, or still figuring out?"

## Objection Handling

OBJECTION	RESPONSE
"We have enough market knowledge from Canadian deals."	"The Canadian wins are strong proof points. But <b>US bank procurement is a different game</b> — different competitive set, different contract structures. The intel that won <b>Laurentian</b> won't be the intel that wins a <b>US mid-market bank</b> ."
"We're focused on hiring right now, not intelligence."	"That's <b>exactly when CI matters most</b> . Every new BD rep needs to be productive in <b>30 days, not 90</b> . Structured competitive intel is the <b>onboarding shortcut</b> — they walk into deals knowing <b>Marqeta's weaknesses</b> before the prospect tells them."

## Timing & Channel

- **Best day/time:** Tuesday or Thursday, **10 AM-12 PM EST**
- **Primary channel:** Email (FinTech executives prefer async)
- **Backup channel:** LinkedIn
- **Cadence:** 4 touches over 10 days

## Executive One-Pager

ATTRIBUTE	DETAILS
WHO THEY ARE	Canadian FinTech PaaS provider ( <b>62 employees, ~\$12M ARR, \$85M Series C</b> ). Deploys credit card programs in <b>8-10 weeks</b> vs. <b>12-18 month</b> industry norm. <b>Mastercard partnership</b> for US open banking.
WHAT THEY DO	<b>Credit-Card-as-a-Service</b> for banks and fintechs. Customers: <b>Laurentian Bank, CWB, TrueNorth, Zolve. Aite-Novarica best-in-class. Deloitte Fast 50</b> (1,028% growth).
MARKET POSITIONING	<b>Speed differentiation</b> vs. legacy PaaS ( <b>Marqeta, Galileo, FIS</b> ). <b>90-day Zolve migration</b> is the benchmark proof point. <b>Mastercard partnership</b> = instant US credibility.
TOP PAIN POINTS	<b>US entry</b> against entrenched incumbents; <b>BD team building from scratch</b> ; legacy competitors using <b>FUD and lock-in contracts</b> ; Canadian playbook may not translate.
BEST OUTREACH ANGLE	"Your <b>speed wins deals</b> , but your BD team needs <b>competitor pricing intel and contract renewal timelines</b> to know WHERE to aim. We map that in <b>5 days</b> — so every rep walks into US deals <b>armed</b> ."
NEXT STEP	Connect with <b>Rasha K.</b> (CEO) on LinkedIn; offer a <b>competitive landscape</b> of the top <b>5 PaaS/issuer-processing competitors</b> in the US market.