



# Fact Sheet



## Overview

Uplift is the leading Buy Now Pay Later solution empowering people to get more out of life, one thoughtful purchase at a time. Serving the world's top enterprise-level travel brands, Uplift's complete range of flexible payment options drive higher conversion and loyalty for partners, while giving customers a simple, surprise-free way to pay over time with no late or early payment fees.

Uplift's complete range of flexible payment options are offered through 200+ of the leading travel brands including United Airlines, Southwest Airlines, Lufthansa, Universal Orlando Resorts, Carnival Cruise Line, and Virgin Voyages. Uplift's service is simple – we empower consumers to book now through their favorite travel brands, and spread the cost of their travel over low monthly installments, rather than having to pay the entire amount up front. Uplift is currently available throughout the United States and Canada.

## Why Uplift is Unique

Uplift differentiates itself from other Buy Now Pay Later companies in two distinct ways:

**1** Uplift offers a complete range of installment options targeted to the individual needs of the consumer and merchant partner including:

- No late fees or pre-payment penalties
- Transactions from \$50 - \$25,000
- Payment duration from 6 weeks to 24 months
- Targeted promotional financing to support specific business objectives
- Clear and transparent flexible terms like a credit card and the customer is aware of the payment schedule upfront, no fine print

**2**

Uplift goes deep with partner relationships to unlock higher customer lifetime value. Whether that's through data science modeling, targeting and personalization tools, or custom designs and shopping integrations, we work with merchants to reinforce their own customer loyalty, driving repeat purchase and conversion.

## Quick facts



### Location

Sunnyvale  
Reno  
New York  
Toronto



### CEO

Brian Barth



### Founders

Brian Barth and Stu Kelly, previous co-founders of SideStep



**200+ Employees**



### Company Website

[www.uplift.com](http://www.uplift.com)





# How Uplift Works

## Step 1

Shop directly on any of our partner websites. When ready to book, simply choose Uplift as your payment method at checkout.

## Step 2

Enter a few pieces of information and receive a decision in seconds, all within our merchant partners booking platform.

## Step 3

Pay over time with fixed monthly installments. There are no late fees or pre-payment penalties and you can travel before paying off your trip.

## Company Timeline

2014 January: Founded with \$1M Seed Round by Brian Barth and Stewart Kelly, creators of SideStep

2014 October: \$8M Series A led by Ridge Ventures; Alex Rosen joined Board

2017 February: First major merchant customer United Vacations goes live with installments

2017 March: First Mexico based merchant customer contract– Volaris

2017 November: \$15M Series B led by Draper Nexus; Deepak Jagannathan joins Board

2018 February: Opened additional offices in San Francisco and New York in October

2018 June - Launched Canada Business

2018 December: \$123M Series C led by Madrone Capital Partners – Walton family office

2019 March: Reno office opened, hosting the 24-hour customer service center and shared services organization

2019 October: Uplift achieves 100+ partners including United Airlines, Allegiant Air and Carnival Cruise Line

2021: Uplift surpasses 1 million unique users

2021 March: Forbes awarded Uplift: “[America’s Best Startup Employers](#)”

2021 April: Uplift surpasses 200+ partners and launches Southwest Airlines

2022: Uplift surpasses \$1billion in GTV

2022 April: Vail Resorts launches with Uplift Epic FlexPay Powered by Uplift