**CUSTOMER PERSONA: BORROWER**

**CEREBRO PRODUCT(S): CREDIT EXPLORER**

**CHANNEL PARTNER: TATUM (TAT)**

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**TEXT FOR EMAIL:**

**[Dear \_\_\_\_\_]**

I’d love to introduce you to an exciting financial technology company, Cerebro Capital. They were founded by a former commercial banker who saw big inefficiencies in sourcing deals and managing loan compliance across his portfolio of corporate borrowers. With 650+ lenders already on the platform, the Cerebro model a significant innovation in driving optimized terms and rapid deal execution for corporate borrowers.

**Cerebro Benefits:**

* **Systematic scanning of the market across 650+ lenders**
	+ Cerebro uses a data-driven matching process to scan underwriting criteria of hundreds of lenders including commercial banks, mezzanine funds, asset-based lenders, SBICs, venture debt and other non-bank lenders.
* **Outsourced administration of all lender interactions & automated software tools**
	+ Cerebro will handle all logistics, data room management, lender follow up, and scheduling. Deal management software allows the borrower to easily track where lenders are in the process and receive automated updates.
* **Transaction team expertise**
	+ Their loan experts, who have experience as lenders and investment bankers, help tell the financing narrative and craft the story. They leverage competitive pressure on lenders to ensure the borrower receives the best structure and terms.
* **Incentivised to get you the best loan in the market**
	+ Cerebro takes the majority of its revenue in the form of a success fee so you can rest assured that they will remain a resource and help negotiate all the way through the closing.

**Credit Explorer Process:**

Please [CLICK HERE](https://www.cerebrocapital.com/credit-explorer-process/?utm_source=channel-partner&utm_medium=tat) to understand the steps Cerebro takes to systematically scan the market of lenders and secure the best deal. These steps help eliminate your time wasted talking to the wrong lenders.

**Complimentary Deal Terms Evaluation:**

Prior to formally engaging with Cerebro, their team can give you and expert analysis and report on your specific deal needs:

1. an unbiased commentary on your financing request expectations from their team of expert ex-lenders and debt transaction professionals
2. expected cost of capital – rates, amounts
3. optimized debt structuring options based on real data from their large Lender Network and deep transaction flows
4. expected timeframe to launch and execute your deal

To receive this detailed evaluation, please complete a brief survey of your deal situation here:

[CEREBRO LOAN TERMS PREDICTION TOOL](https://www.cerebrocapital.com/predict-loan-terms/?utm_source=channel-partner&utm_medium=tat)

(Note: Cerebro’s confidentiality policy on the form. All information is held in strict confidence and only used for internal analysis.)