



Clearitt is game-changing Fintech. Founded upon the principles of fairness and integrity. We exist to evolve and level the playing field of business finance, and channel power back to SMEs. Bringing clarity and ease to payment processing, helping to free up time, cash flow and capital. Removing barriers so businesses can focus on what they do best.

Founding Story

Clearitt emerged from the financial challenges of 1990s Sweden, marked by a 500% interest rate. The founder's exploration into finance and economics revealed a crucial turning point a century ago when regulatory changes globally disrupted traditional business working capital financing.

The Clearitt Solution

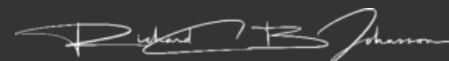
Clearitt revolutionises working capital financing by facilitating the widespread clearing of B2B invoices. Leveraging modern scalable software, it addresses cash flow hurdles for businesses. Positioned in the thriving fintech sector, Clearitt sees an ideal opportunity for success, especially in Australia's startup-friendly environment.



From the Founder

My vision is evolving business finance for small- and medium-sized businesses (SMEs), bringing fairness and simplicity to a level playing field.

My mission is empowering businesses and people with innovative and cooperative financial solutions that make life easier.



Dr Richard Johnsson

Founder & CEO

Australian Market Significance

Australia is more than just a location; it's a strategic launchpad for Clearitt's revolutionary financial solutions. Here's why the Australian market holds paramount significance:



Ideal Growth Environment

Australia's conducive environment for business growth provides Clearitt with a solid innovative foundation for launching financial solutions.



Regulatory Support:

The regulatory landscape in Australia is supportive, and the absence of a specific license requirement for clearing operations streamlines Clearitt's market entry.



Diverse Business Landscape

Australia's diverse business ecosystem allows Clearitt to tailor its solutions across industries, ensuring adaptability and scalability.



Economic Tailwind

The current economic downturn acts as a tailwind for Clearitt, offering opportunities to address financial challenges faced by businesses.



Tech-Savvy Population:

Australia's tech-savvy population accelerates the adoption of Clearitt's digital financial solutions, ensuring a responsive and engaged user base.

In essence, **Australia** is not just a starting point; it's a strategic choice offering growth, regulatory support, and a diverse landscape for Clearitt's financial evolution.

Business Development in Australia

Clearitt is making significant strides in its business development journey in Australia. While still in the pre-revenue phase, key achievements and milestones showcase our commitment to reshaping the B2B finance landscape.

As we progress on this exciting journey, Clearitt remains committed to its vision of bringing fairness and simplicity to business finance, redefining the rules of the game.



Strategic Market Entry

Clearitt strategically entered the Australian market, identifying it as an ideal testing ground for its innovative financial solutions.



Regulatory Navigation

Successfully navigating the regulatory landscape, Clearitt capitalizes on a favorable environment for fintech growth, setting the stage for future scalability.



Engagement and Feedback

Actively engaging with a diverse range of potential users, Clearitt has garnered invaluable feedback, fine-tuning its platform to meet the unique needs of Australian businesses.



Building Strategic Partnerships

Initiating partnerships with key players in the financial and business sectors, Clearitt is establishing a network that positions it for sustained growth.



Technology Development

Utilizing our prototype platform, Clearitt has seamlessly onboarded several businesses, rigorously testing all functionalities to ensure a robust and scalable final product.





Successful Pre-Seed Funding

Clearitt has successfully completed its pre-seed investment round, a testament to investor confidence in our vision and potential.




Collaboration with Swedish Organisations in Australia

Clearitt, founded with a strong connection to Swedish values, is actively fostering collaborations with Swedish organizations in Australia. While we're in the pre-launch phase, these partnerships hold strategic importance, aligning with our commitment to Scandinavian values and creating a foundation for future success.

Key Aspects of Collaboration:

-  **Cultural Alignment:** Clearitt, with its roots in Swedish values, has established collaborations that resonate with our cultural ethos. This alignment ensures a harmonious partnership where values and objectives are mutually understood.
-  **Scandinavian Network:** Leveraging a robust Scandinavian network, Clearitt has engaged in discussions and received support from Swedish business owners. This network, built on trust and shared values, plays a crucial role in our journey.

Benefits:

-  **Strategic Guidance:** Collaborations provide strategic guidance, tapping into collective experience in the Australian business landscape.
-  **Network Expansion:** Associations facilitate network expansion within the Swedish business community in Australia.
-  **Shared Values:** Emphasis on shared values creates synergy, aligning with Clearitt's commitment to fairness and transparency.

As Clearitt moves towards its official launch, these collaborations lay the groundwork for a strong and supportive ecosystem within the Swedish business community in Australia. Together, we're building bridges for a more cooperative and empowered future.

Key Team Members & Contacts



Dr Richard Johnsson

Founder & Chief Executive Officer

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Richard earned his doctorate in economics after studying at Uppsala, Oxford, Innsbruck and Sydney Universities. He coded the first demonstration prototype of the CLEARITT platform himself.

- > Once a paid sportsman, Richard has held executive positions at Soderberg & Partners and Swedbank in four countries on three continents and speaks multiple languages. He has a unique combination of high-level analytical skills and a strong track record in sales. Third-party Elliott Jacques management capability tests show his capability is approaching a global CEO level.
- > Born in Sweden, he has lived on Sydney's Northern beaches for 8+ years and is an Australian citizen.
- > Richard is on a mission to bring clearing to every business, and then to every individual, worldwide.



Andreas Gjoesund

Chief Operating Officer

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Andreas is a strategic and results-oriented Chief Operating and Chief Marketing Officer with extensive experience in driving business growth. He excels in developing and executing comprehensive strategies encompassing sales, marketing, brand management, digital marketing, customer engagement, and data-driven analytics.

- > Andreas is highly skilled in team management, cross-functional collaboration, and thought leadership.
- > In addition to his marketing and management expertise, Andreas is a strategic thinker with strong business acumen.
- > Born in Norway, Andreas lives on Sydney's Northern Beaches and is an Australian citizen.