FundThrough CEO Selected as Forbes Finance Council Contributor

Steven Uster, CEO of North America’s leading online invoice financing company, to be featured as an online factoring and finance expert in regularly contributed articles

BOSTON (PRWEB) April 09, 2019 -- Helping small and medium-sized businesses (SMBs) has been a driving force for Steven Uster for some time. As CEO of FundThrough, North America’s leading online invoice financing company, Uster has helped provide millions of much needed dollars to small businesses across the continent to help them cover cash flow gaps. Together, with fellow co-founders Deepak Ramachandran and Graham McBride, Uster has spent the last five years growing FundThrough into a major player in the financial technology (fintech) sphere, funding thousands of small and medium-sized businesses across North America.

Now, Uster will be providing his expertise to SMBs in a new way as a contributor to the Forbes Finance Council.

“I am honored and thrilled to join this elite council of like-minded finance executives,” says Uster. “To be named a Forbes contributor among so many esteemed and respected leaders in our field is an absolute privilege.

“We’ve worked hard at FundThrough to become a leader in online invoice factoring. I’m looking forward to sharing my experience and financial knowledge through the Forbes Finance Council. It’s an exciting time to be in the finance world, and FundThrough is on the cutting edge of online invoice factoring for small, new and growing businesses. This is an incredible opportunity, and I’m so pleased to contribute.”

The Forbes Finance Council is an invitation-only organization developed for senior-level executives in the financial services industry to share their wisdom with a wider audience. Through this exclusive platform, members publish articles and advice pertaining to their specific fields on Forbes.com. Contributors to the council include the foremost leaders in the finance world, with articles detailing everything from the latest happenings in fintech to helpful advice from those that know best.

Uster’s first article, “Why Factoring is No Longer an F Word,” was recently published to the site. The article aims to familiarize more businesses with the concept of online factoring. The piece explains the importance of maintaining a positive cash flow for SMBs and how the practice of online invoice financing was born from the need to provide small businesses with the capital they need to operate.

Through his contributions, Uster said he hopes to bring more awareness to the practice of online invoice financing so small and medium-sized businesses throughout the world can more easily solve debilitating cash flow issues.

“It’s unfair how small businesses are pushed around by net terms on invoices,” says Uster. “At FundThrough, we want to put SMBs on a level playing field by supplying them with the capital they need. By getting invoices financed on a timetable that works for small businesses, we’re allowing them to focus on fulfilling orders and growing their companies instead of wondering how they’re going to pay the bills. My first article is about dispelling any previously held notions about modern factoring and helping people understand the necessity of online invoice financing in today’s economy.”
To view Uster’s “Why Factoring is No Longer and F Word” article, please visit

To view Uster’s Forbes profile and tracking his monthly contributions as they’re published, please visit

For more information about FundThrough, please visit http://www.fundthrough.com.

About FundThrough
FundThrough offers businesses flexible, on-demand working capital using their outstanding invoices to overcome cash flow gaps and accelerate their growth. Founded in 2014, the company’s headquarters is based in Toronto. The invoice financing platform empowers small, new and growing businesses in the U.S. and Canada to have their invoices paid when they want in as little as 24 hours. For more information, visit
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Online Web 2.0 Version
You can read the online version of this press release here.