

Get to know Uplift

Who we are

Uplift is an Enterprise Buy Now, Pay Later solution focused on the \$1.3T leisure travel market. Through personalized, flexible installment options, Uplift gives consumers the freedom to book travel now and pay over time. With a complete range of payment options, Uplift matches the right payment plan to the right customer, unlocking higher conversions and lifetime customer value for enterprise brands. Uplift is offered by leading brands throughout the United States and Canada including United Airlines, Carnival Cruise Line, Southwest Vacations, Air Canada, Aeromexico, and Universal Studios.

Why we're different

In addition to a deep focus on travel, Uplift differentiates itself from other Buy Now, Pay Later companies in two very distinct ways.

1 We offer a complete range of installment plans

Most BNPL companies have just one offer, 4 payments over six weeks. And while that may work well for a \$150 purchase, what if the purchase is \$1,500 or even \$15,000? We offer a complete suite of installment options targeted to the individual needs of the consumer and partner.

- Transactions from \$100 - \$25,000
- Payment duration from 6 weeks to 24 months
- Consumer-funded, interest-free merchant-funded, or a blend of both

Quick facts



Corporate Offices:

Menlo Park, CA
Toronto, Canada
Reno, NV



150+ Employees



\$695M Funding



Co-founded by
SideStep founders
Brian Barth and Stu Kelly

2 We drive customer lifetime value for our partners

Other BNPL companies drive customers to a marketplace, taking customer loyalty share away from the merchant. We work with our partners to drive repeat purchase and higher order values on their behalf, for them and only them.



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 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.

Our Journey

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

Oct 2014: \$8M Series A led by Ridge Ventures

Feb 2017: General availability of Uplift product on United Vacations

Nov 2017: \$15M Series B led by Draper Nexus

Mar 2018: \$18M SAFE led by Highgate; converted into equity at Series C round

Jun 2018: Expanded to Canada

Dec 2018: \$123M Series C led by Madrone Capital Partners

Nov 2019: \$250M Debt Financing raised

Feb 2020: \$150M Debt Financing raised

Dec 2020: \$68M Debt Financing raised