

Cross-border startup Maalexi Inc. raises pre-seed round

Diverse pool of investors support Maalexi.com to offer their end-to-end import and financing solution to buyers in Europe, India and Africa.

Delaware, Wilmington, Oct 6, 2021 ([IssueWire.com](https://www.issuewire.com)) - Maalexi Inc. closed a pre-seed round in Sep, for customer acquisition and team building. The investors in this pre-seed round are composed of “highly acclaimed, experienced and well-networked C-suite individuals”, representing sectors like Banking, Technology, Food & Agriculture, Shipping & Logistics, and Manufacturing, which are closely aligned with Maalexi’s business model.

Launched in 2021, Maalexi is an end-to-end cross-border platform that helps with wholesale import and finance of Food & Agriculture products. It targets SME buyers and sellers who find it complex to directly connect and execute transactions internationally.

This funding will be used to grow and reach 3 million importers across Europe, India, and Africa, as well as expand its offerings to them, addressing the inefficiencies and complexities in cross-border trade worth \$676 billion.

Azam Pasha, CEO, and Co-Founder of Maalexi stated that *“Our aim is to continuously remove pain-points in cross-border trade by adding modern technologies like Hedera Hashgraph’s Distributed Ledger Technology for securing transactions and standardizing complex processes. We plan to use this funding to build a stronger sales and technology team, and acquire new customers.”*

Maalexi has products from 15 countries, worth \$12.5M, and 460 listings from 35+ brands. They have also built partnerships with DHL and UPS for shipping and logistics; Cotecna Inspection S.A. for inspections; Escrow.com and Tazapay for payments; and Drip Capital and Stenn for trade finance.

Maalexi’s USP is that it makes complex B2B transactions faster, cheaper, and safer. Suppliers on the platform currently offer big brands like Nestle, Pepsi-co, Red Bull, and Heinz, as well as agriculture raw materials directly listed by small food producer organizations and cooperatives.

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