

# Taking back control of payments and associated fees in foreign investments



## The company

Co-headquartered in New York and Paris, Blisce is an international investment management group that focuses on private equity and venture capital opportunities. Founded in 2014 by serial-entrepreneur Alexandre Mars, Blisce invests in early-stage mission-driven global consumer brands and technology companies and startups.

Since it was founded, Blisce has invested in 28 US and European companies, including Spotify, Pinterest, Brut and Too Good To Go.

## The challenge

### Operating in several currencies and optimising currency transactions

Approximately 70% of Blisce's investments are made in the US, where it controls a subsidiary, and the remainder in Europe. Its US footprint and investments expose Blisce to fluctuations in the euro-dollar exchange rate. "When I joined Blisce, I realised we had massive flows from France to the US and our euro-dollar exchange transactions were handled by a traditional bank. I had heard that iBanFirst offered transparent rates and wanted to know what fees my bank applied

to these payments. I discovered they weren't transparent," explains Anne-Claire Colomb, Chief Financial Officer at Blisce.

She wanted to be able to see all associated costs of international payments and associated fees for their investment operations, as well as for their inter-subsidary invoice- and salary payments. Anne-Claire Colomb also wanted to make sure that payments were made seamlessly and on time.

## **blisce/**

Investment fund



Founded in **2014**



**25+** employees



**France and the US**

### Usages

Incoming and outgoing payments, Spot foreign currency transactions

### Currencies

EUR, USD



Whenever we invest in a company, it is important for us that funds arrive on time.

**Anne-Claire Colomb**, CFO of Blisce

## **The solution**

### **Transparent foreignexchange rates with dedicated and reliable customer support**

By choosing iBanFirst, Anne-Claire Colomb can access real-time exchange rates and see all applicable fees, before she makes the payments.

In addition, payments are swift and accurate, and via the iBanFirst platform, she can make them in one simple click.

She's also guaranteed quick payment confirmations:

“With iBanFirst, we receive SWIFT payment confirmations in 30 minutes. This usually takes 3-4 hours with traditional banks. Plus, we can share payment confirmation

emails directly with the recipient. It makes the whole process more transparent both for us and our beneficiaries. My payments with iBanFirst are always smooth. It's particularly important when we're closing deals and the timing is crucial. As a CFO, I find this very reassuring.”

Beyond iBanFirst's payment solutions, Colomb also has a dedicated Account Manager who supports Blisce's operations.

“If we ever need help or have a question, we call or email our Account Manager, and they respond in record time.”



I know exactly how many dollars I am buying for X euros. I know in advance how much I will be charged and what exchange rate will be applied. No more bad surprises! The amount sent to the beneficiaries is guaranteed.

**Anne-Claire Colomb**  
CFO of Blisce

## **The result**

### **Smooth, cost-effective transactions, and increased competitiveness**

With iBanFirst, Blisce has optimised its international payments. They now feel in control of the associated costs and thanks to instant international payments, competitive rates and transparent prices, they can keep their promises to companies they invest in, and build trust with its partners.



When it comes to currency transfers, iBanFirst has spared me so much stress. They've simplified our cash management and significantly improved our relations with beneficiaries.

**Anne-Claire Colomb**, CFO of Blisce