



What is WOA?

World of Open Account (WOA) is a digital start-up, initiated by experts from the receivables finance industry. Its ambition is to become rapidly the global competence and networking centre for the broad open account finance ecosystem, based on peer-to-peer collaboration.

WOA's digital platform <https://woa.community> is the "home of receivables finance". It includes a dynamic search tool to find the right business partners, a wide knowledge centre built around 12 Learning Labs developed by experts from the community and a forum (WOA Ask) that allows members to "mine" knowledge and insights.

Why WOA?

Open Account Receivables Finance is hot and growing. It is recognized by policy makers, banks and non-bank financial institutions, investors or fintechs as a safe and flexible way for financing the real economy, in particular SMEs. At the same time Receivables Financing suffers from fragmentation of available knowledge. Of information on stakeholders. Of industry representation. Existing industry associations tend to focus on specific market segments such as banks or on specific products such as international business.

WOA solves this fragmentation. WOA is open and accessible for all professionals in the Open Account space. Collaboration-based. Digitally driven. Focused on innovation and knowledge. Cost-effective. WOA's mission is to improve business skills and create new business opportunities for all community members and to increase the understanding and adoption of receivables finance.

Who is WOA?

WOA was initiated in 2018 by Erik Timmermans, globally recognized and awarded expert in Factoring & Receivables Finance. Together with a group of strategic advisors from the industry he launched the idea for the WOA community on the 1st of July 2018. In the second half of 2018 almost 20 founding member companies agreed to support the development of the new digital platform. WOA was officially launched on 10 December 2018 in London and is now scaling up to become the Home of Receivables Finance. During the start-up period WOA is hosted as a division of Erik Timmermans' consulting company. In the course of 2019 a new legal entity will be set up to assure WOA's development as a unique industry initiative.



All members are represented in WOA by a Steering Panel that acts as an advisory board to the WOA management. The panellists are volunteer representatives from Premium Members in addition to four initial strategic advisors.

More than 20 expert advisors, comprising some of the best minds and experienced people in the industry, support WOA with their knowledge and contributions to the Learning Labs.

Interested in WOA?

WOA is open and accessible for all stakeholders in the Open Account ecosystem. It is a collaboration-based organisation with a focus on innovation and knowledge.

Individuals and Companies can get involved in a number of ways: from being a FREE Registered Participant (which makes you a part of the Community with access to a range of resources) to becoming an Individual Premium Member, Company Premium Member or Supporting Premium Member for a small annual fee. Companies that want to go the extra mile to show their thought leadership can in addition chair or sponsor one of the Learning Labs. See the Website www.woa.community for full details.

World of Open Account (WOA)
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