

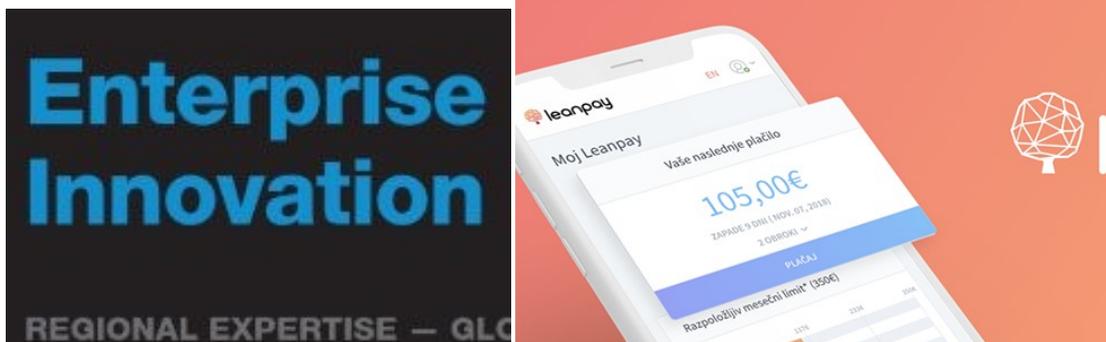


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Živković Samardžić Advises South Central Ventures on Investment in Startup LeanPay

Živković Samardžić, one of Serbia's leading full-service independent law firms, has advised [South Central Ventures](#) (SCV) on its investment in [LeanPay](#), a consumer financing Fintech startup that helps people pay for consumer goods on credit / in installments. LeanPay is focused on reinventing Point-of-Sale financing by providing instant and easy instalment plans in all sales channels.



With offices in Belgrade, Zagreb and Skopje, SCV, through Enterprise Innovation Fund (ENIF), is focused on tech companies in the Balkans. The € 40 million fund is dedicated primarily to early stage and growth investments. Within the fund's 'seed pocket', € 1.5 million is allocated for investments of up to € 100 000 per company. The majority of the fund is allocated for early stage and growth investments of up to € 3 million per company. These investments are intended to fuel the international business expansion and growth of the most promising tech startups that can show traction and prove their potential to "make it big".

LeanPay's solution provides advantages for both consumers and merchants. For consumers, it is easy to see the appeal of LeanPay POS financing. It is instantaneous and digital and can offer greater transparency on the total cost of the purchase, and it provides more flexibility when it comes to paying for goods and services. For merchants, the key selling proposition is getting more customers and higher sales. LeanPay's solution increases conversion rates by offering consumers intuitive, seamless and error-free loan processes and delivers high approval rates for loan applicants.

Živković Samardžić has supported SCV with their earlier investments in Serbia, including investments in [dryTools](#), [City Expert](#), [Alchemy Cloud Inc.](#) and [CUBE Risk Management Solutions](#).

Živković Samardžić team that has advised SCV on the transaction was led by [Igor Živkovski](#), Partner, and included [Ana Popović](#), Partner and [Sava Pavlović](#), Senior Associate.

More info at:

<http://www.zslaw.rs/zivkovic-samardzic-advises-south-central-ventures-on-investment-in-startup-leanpay/>

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