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Red Door Capital Partners initiates first transaction in "New Norm" fintech market

May 28, 2020 (SALT LAKE CITY) – Red Door Capital Partners LLC, an independent private equity firm founded in 2019 with the mission to allow real, break-through access for independent investors to the lucrative private equity market, announced it launched its first transaction with PAY2DAY Solutions Inc. dba Authvia.

Under the terms of the agreement, Red Door Capital Partners will provide a bridge loan and permanent financing arrangement to fund Authvia's current growth plan. "Fintech has proven to be a stable alternative investment market and Authvia solves a real problem in today's business environment," said Richard Wolpow, managing partner at Red Door Capital Partners. "Authvia's '**New Norm**' contactless payment solution is seeing a significant increase in demand since the onset of COVID-19."

Wolpow noted AuthVia's sales pipeline includes the 'who's who' of top U.S. payment processors and software providers. "Our commitment will help support the increase in demand for implementation within Authvia's current sales pipeline and we anticipate high demand for this product to continue and could lead to a strategic play in the near future," he continued.

"We're experiencing rapid adoption as businesses clamor for '**New Norm**' marketplace solutions," added Chris Brunner, founder and chief executive officer at Authvia. "We couldn't have picked a better time to partner with Red Door to release our offering to investors looking for a failsafe alternative and have already begun to implement many of their suggested governance and strategic oversights to develop a more professional organization that includes setting goals for an exit strategy."

About Red Door Capital Partners LLC:

Red Door was formed to provide break-through access to private equity markets to the individual accredited investor. A team of industry experts from private equity operations, investment, wealth management, and legal services have joined to create opportunities normally not afforded to the common investor. In many instances, Red Door will pre-position funds to monitor operations prior to its permanent financing. This help reduce investors risks and shorten exit horizons. Many Red Door opportunities are investing side-by-side with institutional funds and family offices with terms and safeguards in place typically only provided to institutional investors. Our mission is to allow REAL access to the lucrative private equity marketplace and to protect our investors' funds just as we would do for our own family. For more information on Red Door and its latest transactions visit www.reddoorps.com or contact Red Door investor relations at jkostic@reddoorcp.com.

About Authvia:

Authvia is a Los Angeles-based technology firm offering patent-pending applications and a frictionless, API-driven architecture that facilitates compliant, secure, and fast payment acceptance via popular messaging platforms such as SMS, social media, and chat. Authvia's conversational payment solutions are fully automated and will function on any personal device without external links, mobile apps, or websites, creating a superior contactless payment experience. Authvia APIs connect out-of-box to 20+ payment processing networks, are easily integrated into any business management software solution, and accelerate merchant cash flow using digital engagement to streamline on-demand payment and receivables. To learn more about Authvia's products and programs, go to www.authvia.com.