

Case Study

How repayMINT builds enterprise trust and scales faster with WEX

Giving early-stage fintechs institutional credibility, technical depth, and hands-on sales support to win big deals.



About repayMINT

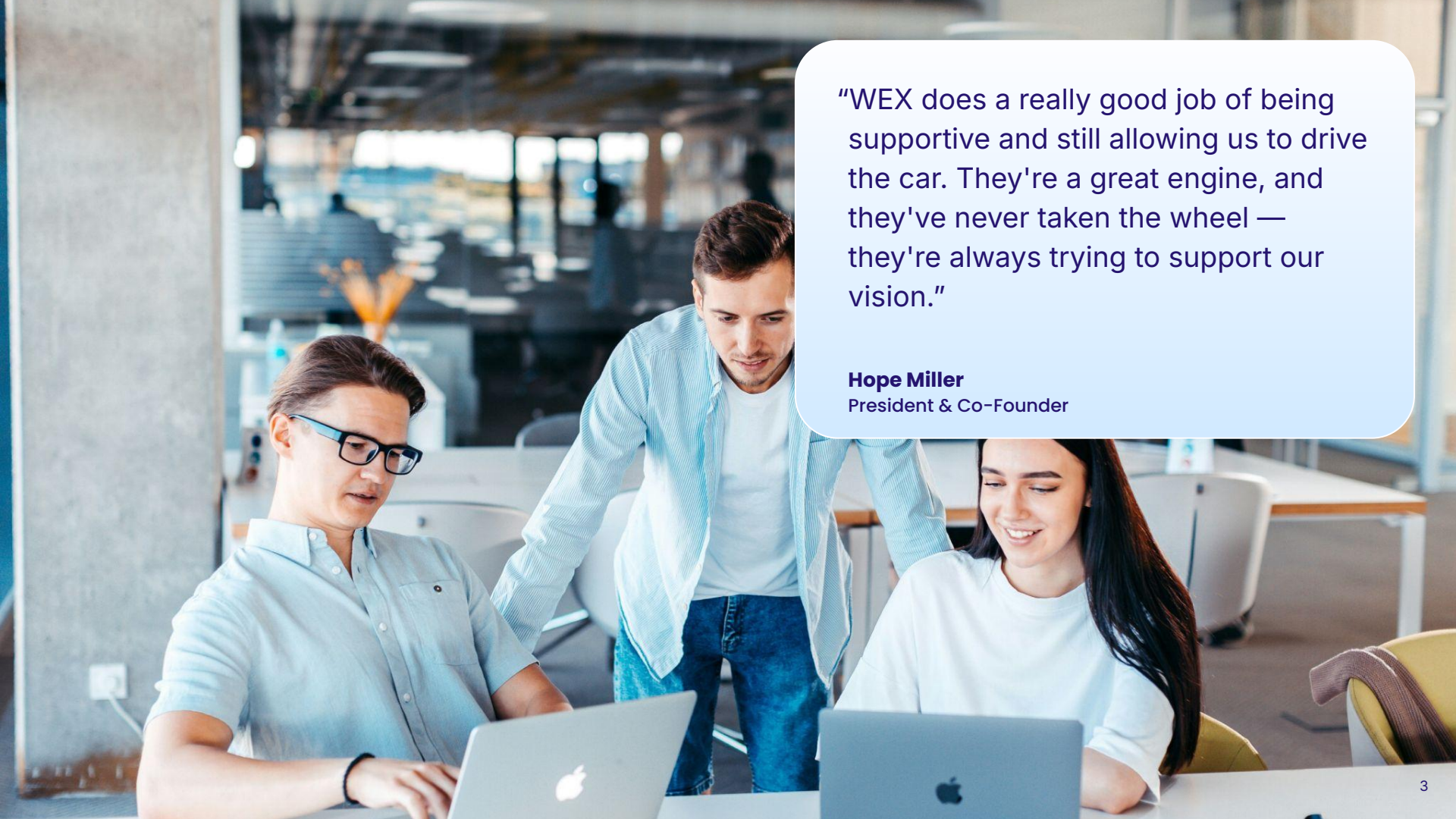
repayMINT Solutions, an emerging B2B fintech platform, provides corporate payment capabilities to K-12 school districts. By partnering with WEX, repayMINT empowers its users with virtual cards, automated bill pay, and expense tracking — delivering enterprise-grade payment infrastructure without building it from scratch.

K-12 school districts

Focus market

Embedded e-payables, P-cards, T&E cards

WEX products



“WEX does a really good job of being supportive and still allowing us to drive the car. They're a great engine, and they've never taken the wheel — they're always trying to support our vision.”

Hope Miller
President & Co-Founder

The late-night anxieties of early-stage fintechs

Being a startup, repayMINT faced immediate barriers to entry as they approached K-12 schools:

The trust hurdle: Districts weren't eager to take chances on unknown vendors. Without a recognized name, repayMINT was stuck trying to convince their prospects that they're here for the long haul.

Capital and headcount limits: repayMINT didn't have the resources to hire specialized payment engineers, dedicated enterprise account reps, or round-the-clock support staff.

Legacy tech friction: Public school districts rely on established, rigid backends. Without solid infrastructure to connect to those systems, new clients would be in limbo.

With WEX at their side, repayMINT was able to move forward with confident prospect outreach.

Enterprise credibility: As a well-established fintech, WEX has the name-brand awareness and proof points to give school district stakeholders immediate trust in repayMINT's claims.

Proactive account management: Their dedicated account manager acts like an internal team member, sharing growth ideas and connecting founders directly to specialists.

Co-piloted client pitches: WEX joins sales meetings alongside founders, explains backend operations, and provides white papers to help close deals.

Direct engineering support: WEX technical specialists join calls directly to help founders navigate integrations with complex software systems.

WEX steps in to provide a steady hand



"Having WEX be a little more at the forefront leads to the credibility of our process. It's security for clients that we're backed by somebody who's been in business for a long time."

Leslie Hultgren
CEO & Co-Founder

What WEX brings to partnerships

A white-labeled payment engine

Embedded virtual Mastercard, P-cards, and expense tools customized to build trust while keeping your brand front and center.

Front-line sales support

Having a partner step in with joint presentations and co-branded materials goes a long way toward easing buyer doubts during sales calls.

Pricing that scales with revenue

Pricing models that align costs directly with growth, allowing startups to scale without huge upfront fees



“As entrepreneurs, we know our industry — schools, municipalities and finances — but we aren't experts in things like software engineering. We get that knowledge by partnering with WEX.”

Leslie Hultgren
CEO & Co-Founder

Let's solve your payment challenges together

Get embedded payment tools backed by real experts who help you sell, integrate, and scale.

wex

Contact us

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