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## American Express Retires the Kabbage Brand with the Launch of Business Blueprint

By Julie Muhn (@julieschicktanz) (<https://finovate.com/author/julie/>) Posted on February 1, 2023

(<https://finovate.com/american-express-retires-the-kabbage-brand-with-the-launch-of-business-blueprint/>)

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- American Express is launching *American Express Business Blueprint*, a set of digital cash flow management tools for small businesses.
- Small businesses can access the *MyInsights* cash flow solution within Business Blueprint at no charge.
- Business Blueprint evolved out of Kabbage, an alternative lending startup that the company acquired in 2020. With the launch of Business Blueprint, the Kabbage brand is now retired.

Cash flow management tools are not new to fintech, but the industry gets excited when card giant **American Express** (<https://www.americanexpress.com/>) launches new tools. That's the case today- the company unveiled (<https://about.americanexpress.com/newsroom/press-releases/news-details/2023/American-Express-Launches-New-Cash-Flow-Management-Hub-Expanding-Its-Powerful-Backing-for-Small-Businesses/default.aspx>) *American Express Business Blueprint*, a set of digital cash flow management tools for small bus

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