Georgia’s FinTech ecosystem is so dynamic that committing it to print can be dangerous. As we were finalizing this publication, the early months of 2018 saw high-profile IPOs from three standout companies (Cardlytics, EVO Payments and GreenSky), venture capital raises of $20 million plus from two others (BitPay and Greenlight) and at least three acquisitions, including BMW’s purchase of Parkmobile. By the time you read this there will almost certainly have been more.

“Two years ago there was much greater fear about banks becoming a commoditized utility because of FinTechs, with the value monetized elsewhere. Now more banks don’t see FinTech as an adversary, but part of a broader dynamic.”

**Georgia’s FinTech Ecosystem – By the Numbers**

<table>
<thead>
<tr>
<th>Ecosystem Overview</th>
<th>2017 Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia FinTech Companies</td>
<td>120+1</td>
</tr>
<tr>
<td>Estimated Number of Georgia-Based Employees Working in the FinTech Sector</td>
<td>38,000+1</td>
</tr>
<tr>
<td>Estimated Revenue of top 20 Georgia-based FinTech companies</td>
<td>$72 Bil.1</td>
</tr>
<tr>
<td>Share of U.S. Payment Card Volume Running Through Georgia Companies</td>
<td>80 Bil.3</td>
</tr>
<tr>
<td>Estimated U.S. Purchase Transactions by Georgia-Based Acquirers</td>
<td>Approx. Two Thirds 1,2</td>
</tr>
</tbody>
</table>


Since TAG released its 2016 FinTech Ecosystem map, the ranks have swollen from 90 companies to over 120. Several new firms have launched, some have relocated to Georgia, and others have been acquired

“Whether in a physical or digital setting, it still comes down to customer experience.”

or combined operations (a few have also shut their doors, a natural part of the regeneration process). The greatest increase, however, has come from the addition of existing companies—some of which have been in business for many years—that have only recently come to TAG’s attention through our ongoing research.

This map is a companion piece to TAG’s 2018 State of Georgia’s FinTech Ecosystem report, which can be found at http://oit.ly/FinTechEco2018. Our goal is to depict the space’s ongoing evolution, documenting the transactions that have occurred since our 2016 report, as well as a sampling of earlier deals that helped form the landscape.

We also invite you to visit the TAG FinTech Society webpage, http://www.tagonline.org/chapters-and-societies/fintech where we plan to provide periodic updates to this information and convey the evolution of Georgia’s FinTech ecosystem.

“Atlanta has a robust ecosystem for creating interconnected digital marketing experiences. We have all the component parts to make it happen.”

TAG thanks the dozens of industry veterans we interviewed to compile this data. If experience is any guide, there are almost certainly firms we have omitted. We ask for Georgia’s FinTech community’s support in making this the most comprehensive, valuable resource for all. If you are aware of additional companies you believe should be included, please contact Rebecca@tagonline.org.

Glen Sarvady, 154 Advisors
Chip Harden, Softgiving
Don Campbell, RightCourse
AMERICAN TRANSACTION PROCESSORS COALITION (ATPC) was created to protect, promote and preserve the interests of this critical Georgia industry through proactive public relations and government affairs activities.

FIRST DATA (NYSE: FDC) is a global leader in commerce-enabling technology, serving approximately six million business locations and 4,000 financial institutions in more than 100 countries around the world. The company’s 29,000 owner-associates are dedicated to helping companies, from start-ups to the world’s largest corporations, conduct commerce every day by securing and processing more than 3,000 transactions per second and $2.4 trillion per year.

FIS (NYSE: FIS) is a global leader in financial services technology, with a focus on retail and institutional banking, payments, asset and wealth management, risk and compliance, consulting and outsourcing solutions.

GEORGIA TECH’S M.S. PROGRAM IN QUANTITATIVE AND COMPUTATIONAL FINANCE (QCF.GATECH.EDU) is an interdisciplinary program of Scheller College of Business, H. Milton Stewart School of Industrial & Systems Engineering and School of Mathematics. M.S. in QCF is currently ranked 10th overall and 6th on full time placement among similar programs in North America. As part of our highly selective program, students develop a strong foundation in Quantitative skills for complex mathematical modeling, Computational skills to implement a variety of statistical and machine learning techniques on big data and a solid understanding of Finance theory and practical institutional details.

PORTER KEADLE MOORE is an Atlanta-based advisory firm that helps fintech companies reduce risk and increase long-term value. Through evaluating the effectiveness of organizations’ risk management systems in a way that’s meaningful to management and stakeholders, we help our clients demonstrate what makes them attractive business partners and ultimately help drive growth.

RAYMOND JAMES has built the market-leading FinTech investment banking practice for clients seeking industry expertise, senior banker attention to their transaction and expert execution capabilities. Raymond James & Associates, Inc. member New York Stock Exchange/SIPC.