2022
Georgia Fintech Ecosystem:
Right Time, Right Place, Right Now
The Georgia fintech community continues to amaze. It’s not only one of the top global fintech innovation centers, but it continues to aggressively expand the breadth and depth of its key technologies and services. And it has delivered all of this through some extraordinarily difficult business environments.

The last two years (2020 and 2021) have been challenging for all. The fintech industry was in the right place at the right time and helped the world through the excruciating pandemic that hit hard in 2020. Fintech products and services enabled essential service continuity as citizens sequestered at home to curb the spread of the virus. Unfortunately, the pandemic continues to haunt us today. Adding to the complexity, a worldwide supply chain slowdown has impacted the availability of many products as container ships moored offshore were unable to get into port. More recently, a significant spike in interest rates impacted the cost of goods and financing.

The power of fintech technologies helps businesses and consumers build stronger and more personalized relationships and improve the efficiencies of money movement. During the tough business times of the last two years, fintech solutions that had been gradually achieving market adoption suddenly experienced great market demand. As a result of the difficult times, financial transactions have become simpler and faster than ever before.

The Georgia fintech community also faced another challenge. Following a spirited period of mergers and acquisitions that began in 2019, some of the key players of fintech community consolidated into mega-fintech-companies. Multiple large acquisitions and mergers consolidated some of the largest fintech organizations thus strengthening their foothold in world markets. Following the closure of these mega deals, the challenge became consolidating the merged and acquired entities into streamlined, nonredundant entities with recalibrated marketing and sales strategies intended to improve both the top and bottom lines. Here’s a reminder of some of the key recent transactions: Fiserv acquired First Data, FIS acquired Worldpay, Global Payments and TSYS merged, AMEX acquired Kabbage, Morgan Stanley acquired E*Trade, and Goldman Sachs acquired GreenSky.

Chart A

Let’s face it, the combination of an ongoing pandemic, skyrocketing interest rate growth, and supply chain interruptions is a lot for any ecosystem to weather all at the same time. The Technology Association of Georgia (TAG) is happy to announce that the fintech ecosystem did an excellent job weathering the hard times, delivering new efficiencies, and most importantly continuing to innovate.

Today’s 200+ fintech Georgia-based companies employ an estimated 42,000+ professionals. And this number is growing by the day as organizations realize the work environment advantages that Georgia offers. Several large and well-known fintech organizations (e.g., VISA, Capital One, and Black Rock) along with top-notch high-tech companies (e.g., Microsoft, Cisco, Apple, and Intel) have announced plans to add an estimated 5,000 new high-tech jobs in Georgia by 2024. “The core of our high-tech employment base has long been a key advantage in Georgia,” noted Larry Williams, CEO of the Technology Association of Georgia. “With a great university system and technology infrastructure, Georgia, and specifically Atlanta, is a powerful magnet for fintech and other high-tech companies.”

Chart A is a summary of Georgia’s fintech ecosystem. There are 18 fintech public companies that are either headquartered in Georgia or have

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**Georgia Fintech Ecosystem – Right Time, Right Place, Right Now**

**Authors:**

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a significant presence in the state measured by employee count, innovation centers, and IT infrastructure systems. Please note that we include Fiserv, FIS and Deluxe in these numbers. While these companies are headquartered outside of Georgia, they each have a very large presence in Georgia. The combined revenues of the top ten public companies was $74.3 billion in 2021 which represents an increase of 15.7% over 2020 revenues of the same group of companies.

The top ten companies measured by market capitalization in 2021 grew 21% to $274 billion. We believe that this growth in market capitalization is attributed to the worldwide movement toward digital payments and the general acceptance of the new and innovative products and services now available.

Chart B

<table>
<thead>
<tr>
<th>General Fintech Industry Data</th>
<th>2020</th>
<th>2021</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Global purchase card transactions in 2021 (Nilson)</td>
<td>654.8</td>
<td>551.4</td>
<td>-16.4%</td>
</tr>
<tr>
<td>Global transaction value of digital payments including mobile POS payments (Statista Market Outlook, 2021)</td>
<td>55.9 T</td>
<td>87.7 T</td>
<td>+53.8%</td>
</tr>
<tr>
<td>Payment transactions in the U.S in 2021 (Nilson)</td>
<td>111.8 B</td>
<td>131.8 B</td>
<td>+18.1%</td>
</tr>
<tr>
<td>Total investments in financial companies (Deloitte)</td>
<td>53.9 B</td>
<td>131.4 B</td>
<td>+143.4%</td>
</tr>
<tr>
<td>Total investments in financial companies (Deloitte)</td>
<td>50.5 B</td>
<td>141.8 B</td>
<td>+181.9%</td>
</tr>
<tr>
<td>Fintech Initial Public Offerings (IPO) (Deloitte)</td>
<td>22</td>
<td>48</td>
<td>118.2%</td>
</tr>
<tr>
<td>Fintech IPO Raise</td>
<td>$13.3 B</td>
<td>$20.7 B</td>
<td>56%</td>
</tr>
</tbody>
</table>

According to Deloitte, “2021 was again the best performing year over the past 20+ years for initial public offerings as well. 48 companies went public, raising a total of $20.7 billion, versus 22 companies and $13.3 billion in 2020. In 2021, fintech IPOs raised $20.7 billion in cash compared to $13 billion in 2020.”

The increase in revenues across the fintech industry is also reflected in an increase in transaction volumes across world markets (Chart B). The Nilson Report, a recognized research firm of the payments industry, reported that the combined transaction volumes of U.S. merchant acquirers including Fiserv, FIS, Global Payments, BoA Merchant Services, and Elavon grew by more than 12%, from $1 billion in 2020 to $1.1 billion in 2021. From a global perspective, the number of purchase card transactions grew in 2021 by 21% to 550 billion over 2020. The average annual growth of global transactions is expected to average about 13% for the next five years. Nilson reports that projections of U.S. purchase transactions will grow from 111 billion in 2020 to 144 billion in 2025.

Another indicator of fintech industry growth is the amount of investment fintech companies are bringing in and the amount of cash raised via IPOs. Deloitte reports that fintech industry investments “soared to $131.4 billion, up 144% from $53.9 billion in 2020.”

According to Deloitte, the breadth of investment interest was seen across all sectors in 2021. “Insurtechs saw a 216% increase in funding, accounting for 13% of the total for the year. Meanwhile, banktechs saw a 186% increase (representing 63% of the total), investechs had a 110% increase (9%), and proptechs had a 43% increase in year-over-year funding (1%).” Another positive sign is on the IPO side.

Recently, faculty at Kennesaw State University added a series of courses focusing on payments. In Spring 2022, nearly 900 students from 23 institutions across the University System of Georgia were enrolled in these courses.

To effectively prepare students for a successful career in an area as dynamic as fintech, these courses cannot be delivered in a traditional manner. Faculty must constantly update course materials but, more importantly, they collaborate with fintech companies. Sponsor companies prepare challenge statements relating to real issues in hopes of finding a viable solution. Motivated by the realistic component of these projects, student teams compete to earn the right to present their findings to a panel from the sponsor company. Students work with industry mentors and their instructors but ultimately, they are solely responsible for delivering a solution. The winning teams earn more than a grade. They earn valuable experience and a connection with fintech professionals. This collaboration allows students to experience a real-world, professional work environment while companies can meet and evaluate talent over an extended period. This experience is valuable for all students but particularly beneficial for those who were not raised in professional homes. The result may be generational change for these students.

In addition to courses, the Georgia Fintech Academy offers a speaker series, a podcast, and career fairs. The speaker series, which was virtual during 2020 and 2021, is now delivered in a hybrid format. Thought leaders from across the fintech ecosystem keep students updated on the latest developments. These events are extremely valuable for students, faculty and even industry professionals. Speakers typically present on Wednesday evenings with more events occurring in Fall and Spring semesters than in the Summer term. The list of events is regularly updated here: https://georgiafintechacademy.org/events/.

The podcast, though not interactive like the speaker series, is equally valuable. In each podcast, the Executive Director, Tommy Marshall, interviews an industry professional and a current student. Several series, is equally valuable. In each podcast, the Executive Director, Tommy Marshall, interviews an industry professional and a current student. Several of the Georgia Fintech Academy courses use the podcast and speaker series as primary material.

The career fairs are the ultimate product of the Georgia Fintech Academy. There, companies will find a diverse set of students from across the state of Georgia who have a skillset unlike any other.
The Often Underappreciated “Fin” Half of Fintech

Glen Sarvady, Managing Principal, 154 Advisors

Much of the public’s perception of fintech focuses on disruptive products engaging directly with consumers—think Venmo, Chime and SoFi. Nonetheless, fintech by definition involves the intersection of technology and financial services, and a growing majority of these solutions are delivered in collaboration with traditional banks and credit unions. Even an Atlanta fintech success story like Greenlight, which markets its teen debit card/banking app directly to families, partners with Truist—which is also among its key investors.

The Atlanta fintech ecosystem particularly excels at delivering “white label” solutions through financial institutions; therefore companies like iDJolgy, Urjanet and Global Payments may not be household names, but their capabilities are integral to their customers’ success.

Nearly all major US banks have established corporate venture funds to invest in growth stage fintech firms, in order to have a voice in product direction and to participate in the financial upside often generated by market penetration. Increasingly, the nearly 10,000 US community banks and credit unions have recognized the importance of leading edge technology to their future success and the need to engage with these players as well. Individually (there are approximately 150 community banks and 80 credit unions in the state of Georgia alone), these institutions lack the resources to assess the fintech landscape and make appropriate investments. Industry associations have stepped up to fill this gap, providing their member FIs with the aggregate expertise to make market-moving fintech decisions.

The Independent Community Bankers Association has operated a THINKTech accelerator program since 2019, vetting fintech companies and fostering 1-on-1 connections with community bankers looking for tech solutions to address real world market challenges. “Innovation is a continuous journey that is best realized when technology is used to enhance human touchpoints,” said ICBA Executive Vice President and Chief Innovation Officer Charles Potts, an active member of Atlanta’s fintech community.

“Theft of ICBA’s ThinkTECH initiatives we’re working to source and cultivate promising fintech solutions primed to help community banks remain nimble and responsive to evolving market dynamics and customer needs,” Georgia-based cybersecurity governance platform Finosec as well as Momnt (see below) participated in 2021’s cohort.

The Community Bankers Association of Georgia is addressing members’ interest in fintech through several initiatives. The organization launched its Innovation Circuit blog as a repository for innovation news, resources and events, and established an Innovation Committee headed by Chris Stanley of Atlanta’s SouthState Bank. It has also partnered with Fintech Atlanta on Run It by the Buyers, a quarterly venue at which fintech companies present new product ideas and receive candid, actionable feedback from bankers that comprise their target customer base. The CBA of GA also created an Innovation Exploration curriculum of training and development programs suitable for all levels of practitioners.

In the credit union space a pair of funds- CMFG Ventures, the corporate venture arm of CUNA Mutual Group, and Curul, a collective of 69 investing credit unions and related entities- are deploying nearly half a billion dollars in combined equity to fintech startups with missions to enable credit unions’ digital transformation. Georgia’s Own Credit Union- a $3 billion, 200,000 member institution and Georgia’s third largest FI- is a member of Curul, whose portfolio includes Atlanta-based financial institution cybersecurity provider DefenseStorm. CMFG Ventures has a stake in Atlanta-based embedded lending enabler Momnt.

The inherent synergy that exists between chartered financial institutions and fintech firms is increasingly recognized by participants across the landscape. Given Georgia’s strength in such companies operating “behind the curtain,” the continued trend toward collaboration certainly bodes well for the ecosystem’s growth- and for the products available to bank and credit union customers.

Regaining payments leadership will require banks to embrace digital, adopt new business models, and even collaborate with fintech competitors.

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M&A Leader and EY Americas Payments
M&A Leader

In brief

• Payments are crucial to banks’ overall customer value proposition and generate, directly or indirectly, between 20% and 30% of the typical bank’s profits.
• Fintech competitors with vertical-specific strategies and innovative business models have grown revenues and valuations significantly faster than banks.
• Banks can reassert themselves in payments by embracing new business models and capabilities while “bringing the bank” to their value propositions.

Fintech competitors have walked through an open door by exploiting digital-first business models and offering interesting payment solutions. These new rivals often target specific customer verticals (and their differentiated needs), employ new value propositions, and scale rapidly. Banks have been slow to respond to this competitive threat and have fallen behind.

A rapidly evolving environment

The ongoing digital transformation is disrupting strategies and business models in many industries. The pace of innovation and change in customer expectations, accelerated by the COVID-19 pandemic, has placed a premium on embracing new ways of pursuing growth.

Payments, a high-volume transactional business, is well-suited to technological innovation. Payment methods that address new types of consumer needs, from buy-now-pay-later (BNPL) products to digital wallets that enable person-to-person (P2P) payments or offer consumer rewards, have grown in popularity. The competitive landscape in business payments also has created expectations of new capabilities, such as application programming interfaces (APIs) to embed payments in other ecosystems and global pay-outs. Real-time payment rails are about to unleash a whole new wave of use cases and opportunities.

Leading P2P payments firms now have more customers than the largest bank and are adding bank-like accounts and services to compete for what banks now have – status as customers’ primary financial relationship, with the profitability potential it affords.

The market has noted the difference. Valuations of fintech firms in the payments space grew at an annual compound rate of 27% between 2016 and 2020, according to an EY analysis.1) Over the same period, banks saw their market capitalizations decline by 1%. 2) There are many reasons for the difference, but the loss of payments-related revenues and relationships is among the most significant factors.

How banks can position themselves for payments success

Competing in this new environment requires banks to embrace digitalization and transform their business models in ways that might, at times, feel counterintuitive – partnering with competitors, for example, or crossing organizational silos – but can create compelling benefits for consumers and merchants.

We believe banks can focus on five strategies to defend – and grow – their payments business going forward:

• Focus on distinct verticals
• Leverage partnerships and ecosystems
• Bring the bank into the payments proposition
• Organize around a commerce proposition
• Modernize technology and data capabilities
• Regaining payments leadership can drive banks’ growth

To read the full article, please go to “How Banks can Win at Payments” (ey.com).

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TAG Chats with Sean Banks, Partner, TTV Capital

TAG sat down with Atlanta-based TTV Capital's Sean Banks to get some insights on the investment climate for the Georgia fintech industry in 2022 and beyond. Some of TTV’s Georgia-based fintech investments have included: Cardlytics, Greenlight, Greenwood Bank, Medxoom and Defensetorm. Georgia has been a lucrative market for fintech investors for quite some time now. Do you think it will continue to be a hotspot for investors?

Georgia, specifically Atlanta, will continue to be top of mind for a wide range of investors as they build out their portfolios. Atlanta is recognized worldwide for its market-ready innovations across multiple fintech sectors including payments, card processing, risk assessment, analytics, online lending, cryptocurrency, and many more. Well-known companies like Fiserv, FIS, Equifax, and NCR have already reached millions of users across the globe which make the handling and management of finances so much easier. I have confidence that our fintech community will be high on the investor radar screen for a long time to come.

We are seeing more and more investors who are not already based in Georgia investing here. Is that something you are seeing, and can you share some insight on this trend?

Venture capital companies are broadening their geographic reach as they realize how expensive it is to build high-tech businesses in some of the traditional markets such as Silicon Valley, New York, Boston and Seattle. Atlanta attracts attention based on the cost of living and doing business, economic incentives, technical talent, and its reputation for fintech success. We are also seeing a healthy expansion of investors supporting the more technical companies such as network and data security, enterprise business applications, blockchain, and analytics. We’ve seen recent news from Apple, Microsoft, and Cisco announcing they are increasing their employee count in Atlanta. These foundational technologies are critical to the implementation of fintech solutions on every level and will continue to keep Georgia in a prominent position for fintech.

As you look forward beyond 2022, what are some of the technology areas that will attract investors? And where does Georgia stand with those technologies?

The secret to successfully looking ahead is noticing how global markets are absorbing the recent fintech innovations. We want to see which technologies today are successful, how they are impacting businesses and consumers, and what future opportunities they create. Two key areas we are watching closely are both based on the presumed success of the blockchain architecture. Here are a couple of examples which use the decentralized abilities of blockchain to deliver new solutions.

Decentralized Finance, commonly referred to as DeFi, is financial services delivered via public blockchains. Without a central authority, such as a bank, financial transactions can be completed without intermediaries. Many believe it’s the future of finance, so it’s high on our watch list.

Another is Web3. Web3 also focuses on decentralization but in this case it’s the World Wide Web, or the internet. It uses the public blockchain design to put more ownership in the hands of users and thus increases the trust factor.

Ireland’s Fertile Fintech Landscape- and Recognition of Atlanta as a US Beachhead

Enterprise Ireland is the Irish Government’s trade and innovation agency. Our goal is to build successful, long-term business relationships between international companies and Irish partners. We currently manage a portfolio of 3,500 investments across 1,700 companies, with largely early-stage investments at pre-seed and seed stage. Enterprise Ireland supports a further 4,300 companies to grow and export internationally through workshops, entrepreneurial programs, R&D schemes, etc. to develop the Irish startup ecosystem beyond our direct equity investment portfolio.

Ireland is now the fourth-largest exporter of financial services in the EU — over 40% of global hedge fund assets are serviced in Ireland. Recognized as an important operational hub for the biggest names in financial services, over 250 of the world’s leading financial services firms operate in Ireland, from Bank of America Merrill Lynch to Barclays and Sumitomo Mitsui. As a result, its depth of regulatory expertise and caliber of talent is second to none. These global powerhouses alongside financial disruptors from other European markets have driven the development of multiple subsectors such as the Irish Regtech sector to a point where seven Irish companies are on the Global Regtech 100 list (2022).

Exceptional talent, vibrant investment activity and a renowned research base combine to create one of the world’s leading tech hubs. As a result, Ireland is a hotbed of fintech innovation, helping the financial services industry respond to challenges and opportunities from the digitalization of banking to new payments models and ever-changing compliance requirements. Our location on the edge of Europe, coupled with membership of the EU has created an open and competitive market which has forced the rapid and sustained development of the local Fintech ecosystem.

For many years Enterprise Ireland has nurtured the growing fintech ecosystem domestically and internationally across a network of 40 global offices. This pipeline development is coming to fruition with the recent announcement of Ireland’s seventh unicorn – TransferMate, the third Irish fintech to achieve unicorn status after Fenergo and Wayflyer. The new Irish Innovation Seed Fund, backed by the Irish government, reaffirms Ireland’s commitment to local startups supporting them in their ambitions to start and scale internationally.

The growth of Irish companies in the U.S. has always relied on a warm reception from local fintech partners and organizations and several Irish companies are lucky enough to call Atlanta their home away from home. From startup to unicorn, Irish fintechs such as Worldnet, Syset, FINEOS and Wayflyer have chosen Atlanta to be their ideal base from which to scale their U.S. operations.
Private Fintech Companies

2Checkout  
Agora  
Alogent  
Aptys  
Apptega  
Apptega  
Aquila Health  
Arcanum  
Arcus  
Authomate  
Avivatech  
Bank Shot  
BasisCode Compliance  
BearTax  
Benjamin  
Bitcoin Depot  
BitMinutes  
BitPay  
Bluefin Payment Systems  
Brightwell Payments  
Buckle  
bZx  
CampBX  
CAN Capital  
Cartera  
CapWay  
CardSystems Solutions  
Carputty  
CeloPay  
Charityvest  
Chosen Payments  
Cinc Systems  
Coiwallet  
ConnexPay  
Control Scan  
CoreCard Software  
Coryllitics  
Corserv  
DataSeers  
DefenseStorm  
Deflyance  
Delta Data Software  
Digital Opportunities Group  
Diggence  
Drum Technologies  
eBango  
Econochek  
eCredable  
edea  
EnrichHER  
Entersekt  
EthioPay  
eVance Processing  
eVestment  
FactorCloud  
FeatherPay  
Featurespace  
FI Navigator  
FilmHedge  
Finastra  
FINOS  
Finosec  
FINSYNC  
First Performance Global  
FirstView  
FivePoint Payments  
Fold  
FormFree  
FSS Technologies  
Funding University  
GHX  
goEBT  
GoProcure  
Gravy  
Green Payment Processing  
Greenlight Financial Technology  
Greenwood  
GroundFloor  
Guap Coin  
H2cryptO  
Hive Financial Systems  
IDology  
Ibamun  
InComm  
Ingo Money  
Instant Financial  
Intellekt  
International Payments Processing  
IPC Systems  
Ivy Lender  
Keep Financial  
KykGlobal  
Lazlo  
Ledigible  
LendingPoint  
Lending Science  
MAXEX  
MaxRewards  
Medsoom  
MerchantE  
MeridianLink  
MicroBlit  
Monit Technologies  
Moov  
myFloc  
NetRoadshow  
Neuravest  
nfront Security  
NOW  
OmegaPi  
Oversight Systems  
P2P Cash  
Waystar (acquired Patientco)  
PayDN  
Payix  
Payroc  
PaySett  
Pindrop  
PlanPro  
Polygon.io  
PPRO  
PrimeRevenue  
ProcessStars  
ProFirst Banking  
ProText  
Purchasing Power  
Qoins  
Relay Payments  
Revel Systems  
Rialtic  
Roadie (unit of UPS)  
RoadSync  
Ryez  
Safe Systems  
SAI Global US  
Salary Finance  
Secure Bancard  
Securegve  
Sionic Mobile  
SmartPath  
SoftQivin  
Springbot  
Stax  
Steady  
Strategic Link  
Swipe Credit  
Sysnet  
Tax Slayer  
Telrock  
TermStreet  
Thanks Again  
TIFIN Wealth  
Tmro  
TransacXion Technologies  
Trusted Sale  
Trust Stamp  
Unbaked (formerly Ternio)  
Unscramble  
Urjaneet  
Vanco Payment Solutions  
Verdata  
Verde International  
Vericast  
VeriCheck (VCI)  
Verifacto  
Verifone  
Vesta  
Vital4  
VIVA Finance  
VSoft

Public Companies

ACI Worldwide (NASDAQ: ACIW)  
ADP (NASDAQ: ADP)  
American Express (NYSE: AXP) (includes Kabbage)  
Atlanticus Holdings (NASDAQ: ATLC)  
Bakkt (NYSE: BKKT)  
BMW (OTCMKTS: BMWYY) (includes ParkMobile)  
Bottomline Technologies (NASDAQ: EPAY)  
Cardlytics (NASDAQ: CDLX)  
CoreLogic (NYSE: CLGX)  
Deluxe (NYSE: DLX)  
Ebit (NASDAQ: EBIX)  
Equifax (NYSE: EFX)  
EVO Payments Inc (NASDAQ: EVOP)  
FIS (NYSE: FIS)  
Fiserv (NASDAQ: FISV)  
FLEETCOR Technologies (NYSE: FLT)  
Global Payments (NASDAQ: GPN) (includes TSYS)  
Goldman Sachs (NYSE: GS) (includes GreenSky)  
InterContinental Exchange (NYSE: ICE)  
Invesco (NYSE: IVZ)  
IOI Financial (CWE: IOU)  
Jack Henry & Associates, Inc. (NASDAQ: JKHY)  
LexisNexis Risk Solutions (NASDAQ: RELX)  
Morgan Stanley (NYSE: MS)  
ncino (NASDAQ: NCNO)  
NCR Corporation (NYSE: NCR)  
Paya (NASDAQ: PAYA)  
Priority Technology Holdings, Inc. (NASDAQ: PRTH)  
Q2 (NYSE: QTWO) (includes Gro Solutions)  
Repay Holdings (NASDAQ: RPAY)  
Synchrony Financial (NYSE: SYF)  
US Bancorp (NYSE:USB) (includes Elavon)  
VISA(NYSE: V)

Find more information on these companies and ongoing updates at: https://www.tagonline.org/societies/fintech/fintech-companies/
Georgia’s Thriving and Constantly Evolving Fintech Ecosystem

Mergers & Acquisitions from 2020 to 2022
(as of May 2022)


2022 (as of May 2022)
Keep Financial raises $9 million seed round led by Andreessen Horowitz
Fint-hedge closes $100 million in debt financing
Intercontinental Exchange announces plan to acquire Black Knight for $13.1 billion
FIS acquires Payix for an undisclosed sum
nCino acquires SimpleNexus for about $270 million
Merchant e-Solutions is acquired by Ingram Holdings from Cielo for $290 million
Groundfloor announces $118 million in investments from Medipower and a large number of individual investors
Verdata raises $3 million in seed funding
Wayzpay raises $150m in Series B financing co-led by DST Global and QED Investors
REPAY acquires Payix for up to $95 million

Venture capital, IPO and spinoff transactions

2021
Amersponser/Bergen acquires FirstView Financial for an undisclosed amount
NCR acquires LibertyX, a digital coin currency solution, for an undisclosed sum
Wayzpay secured $76 million in Series A funding
Cardlytics acquires customer data platform Bridg for about $350 million
Payreacquire NetPay –- terms not disclosed
New Corp. secures $19 million in funding from Brigade Capital Management and Virgo Investment Group
Carpay raises $7.2 million in seed round capital
Intu acquires MuliChimp for $12 billion
Goldman Sachs acquires GreenSky for $2.2 billion
UPS acquires Roadie
Equitable acquires Apptiss Insights
FLEETCOR acquires ALE Solutions
Equitable acquires Tektrick
Arria’s Technologies announces a $7 million Series A round led by Salsara Grade
Relay Payments raised $45 million of what is projected to be a $60 million funding round
Wayzpay acquires Patience for an undisclosed amount
Roadsync raises $30 million in Series B funding led by Tiger Global
Now acquires $3.5 million in Series A funding led by Virgo Investment Group
Monzo acquires by Monzo Bank
Equitable acquires Kowtow
Jack Henry acquires Sabadillo
Bakkt announced plans to go public via a SPAC by merging with VPC Impact Acquisition Holdings, with an expected valuation of $2.1 billion
SimpleNexus acquires LBA Ware for an undisclosed amount
Global Payments acquires Zago for $925 million
Repay acquires Billing Tree for $503 million
Greenwood closes $40 million of Series A funding led by Trail Ventures
Cardlytics purchases Dash, a cash-back offers platform, for $275 million
Deloitte acquires First American Payment Systems for $960 million
Midlman lands $8 million investment
Priority Technology Holdings, Inc. merges with Fivestar Holdings, Inc.
LendingPoint announced a $125 million preferred equity investment from Warburg Pincus
NCR acquires ATM operator Cardtronics for $2.5 billion
Payreacquire OnDot Systems

2020
Verifone acquires 2Checkout for an undisclosed amount
Moor acquires $27 million in Series A capital
Relay Payments raised $43 million in venture capital
Upfint raises $14.65 million in Series D funding from investors including Grit Ventures and Oak HC/FT
Worldline acquires Ingenico for $8.6 billion
Greenlight raises $215 million in C-round funding, valuing it at $1.2 billion
PPRO raises $180 million from Eurazeo Growth, Sprints Capital and Hivogen Management, and $90 million from JP Morgan Chase & Co. and Barclays
AMEX acquires Kabbage
Payroc acquires Gateway Payments
Payroc acquires Strategic Payment Systems
Payacs The Payment Group
Paygo goes public via SPAC merger
Trust Stamp raises $7.7 million in Series A and crowdfunding equity
EVO paymenets raises an additional $150 million in equity capital
Featurespace raises $37 million in funding
Morgan Stanley acquires online broker E-Trade for $13 billion
Intercontinental Exchange acquires Bridge2Solutions, integrating it with ICE’s subsidiary Bakkt
Bakkt raises $300 million in Series B funding from investors including Microsoft and Boston Consulting Group
Roadsync raises $5.7 million in venture funding
Decentralized Finance - Disrupting Traditional Financial Systems

In traditional financial models, access to capital and financial services such as lending, saving, payment processing and investing require customers to go through a qualification process with one or more intermediaries such as banks and brokers. Decentralized finance (“DeFi”) aims to change this dynamic, enabling peers to transact directly through tools like smart contracts instead of with a company. In DeFi, traditional intermediaries are replaced by protocols that are open source, highly efficient, and accessible to anyone globally. Using key blockchain attributes such as distributed networks and encryption technology, DeFi platforms can offer a secure system to record transactions in a tamper resistant and anonymous manner. This makes the information on the DeFi network impossible to alter, thereby increasing its integrity and reliability.

Value transacted on large DeFi exchanges grew five-fold between August 2020 and 2021.1 Some of the most promising use cases include:

- **Decentralized Exchanges:** One of the first DeFi applications, decentralized exchanges (“DEX”) are typically created on the Ethereum network and offer users the ability to buy / sell / swap cryptocurrencies. A DEX (such as Uniswap) stands in contrast to a centralized digital asset exchange like Coinbase that relies on traditional order book methods to trade. Without ceding control of assets to an intermediary prior to the transaction, users can execute trades against a liquidity pool instead of stipulating specific limit orders. DEXs use automated market makers (“AMMs”) that maintain price discovery for any order size. To encourage users to provide liquidity into pools, liquidity providers earn fee income from users and swaps. Some decentralized exchanges also subsidize their participants with additional rewards or governance tokens. Some also share a portion of overall protocol revenue with their governance token holders.

- **Lending and Borrowing:** Certain DeFi protocols allow users to pledge cryptocurrency like Bitcoin as collateral, securing a stablecoin-denominated loan at an attractive interest rate. One leading DeFi lending platform offers loans to consumers based on the liquidation threshold of the underlying crypto collateral. The liquidation threshold determines the point at which a position is deemed under-collateralized. Due to Bitcoin’s volatility, the platform allows participants to borrow up to 70% of their Bitcoin value. If the value of this collateral drops below 70% of loan value, then the position could be liquidated absent the pledging of further assets. Such innovative ways of borrowing have given consumers options to gain access to capital much faster than current financing routes, as DeFi borrowing can operate 24/7 from anywhere in the world.

- **High-interest bearing products:** Since 2018, high-interest bearing products have been introduced using DeFi protocols enabling users to deposit crypto for a handsome yield. Dollar-pegged digital assets called stablecoins have also enabled users to generate yield on crypto assets deployed in these DeFi markets, becoming a popular way to earn yield while guarding against crypto’s price volatility. Converting fiat like U.S.dollar to a stablecoin like USDC is the easiest way to tokenize holdings, which can then be deployed in DeFi protocols.

By offering interest rates exceeding 10% in some cases, DeFi lending platforms have become a popular alternative to holding deposits in traditional low interest-yield savings accounts. Regulation around DeFi and its many applications remains unsettled, with minimal consumer protections and safeguards in place compared to traditional financial systems. As such, DeFi investing remains high risk and should be pursued with caution. Nonetheless, DeFi has already shifted many companies’ macroeconomic operating perspectives level, given the clear potential to outperform traditional finance systems in the near future. As a major Fintech hub, Atlanta is well positioned to foster broader exploration of DeFi applications and lead the way in redefining how financial systems operate.

**About Jagruti:**
Jagruti came to the US as a first-generation immigrant in 2006 to earn her MBA. In 2007 she joined leading Atlanta-based audit firm Aprio as an auditor. Over the next dozen years she helped build the company’s blockchain practice and became a CPA and nationally recognized thought leader in the space, being elected an assurance partner in 2019. Today, Jagruti is the CFO Of Atlanta-based BitPay, the world’s largest cryptocurrency payment processing company.

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1  https://decrypt.co/85570/defi-dex-trading-volume-chainalysis-report-2021
Pros and Cons of Cryptocurrency Regulation

Pros of Regulation

- Prevent money laundering and tax evasion – criminals can use the anonymous nature of crypto trading to launder ill-gotten gains. Regulation would put a framework in place to prevent this.
- Protecting the investor – if an investor puts his/her savings in an interest-earning crypto account, can the investor be sure their savings are protected? Would an FDIC-like program properly protect an investor?
- Aligning crypto values to other commodities – fiat-backed stablecoins are generally pegged to currencies like the U.S. dollar on a 1:1 basis by assets with the asset value held in reserve. That way, if all owners want to withdraw their tokens at the same time, they could.
- Building market confidence – regulations could help institutional investors stabilize the market by boosting investor and user confidence. Statistics say that about 15% of U.S. citizens hold cryptocurrency. The question is whether government regulations would increase this percentage dramatically.

Cons of Regulation

- Innovation will suffer – cryptocurrency companies have been able to raise funding in part because there are few complex security laws. The decentralization offered by blockchain means new product development can move fast without cumbersome oversight.
- Decentralization is powerful – taking intermediaries out of the transaction flow is the ethos of blockchain. And the strength behind cryptocurrency. It takes certain powers away from big banks and corporations and empowers the individual.
- Regulations hurt prices – overly regulated markets tend to drive commodity prices down, at least in the short term, until cryptocurrency investors can get a handle on the rules.
- Crossing borders freely can be good – without strict regulations, crypto can move more freely around world markets. Too many onerous regulations would likely push investors to more crypto-friendly markets. This is something U.S. regulators want to avoid.

Caution and open dialogue have been the name of the game so far in the U.S. Finding the balance between too much regulation and freedom to evolve based on new and innovative business practices is certainly not an easy task. TAG’s Fintech Society fully supports the open dialogue.

Demystifying the Startup Landscape

When it comes to innovation, exploring the startup ecosystem is a great way to identify trends and discover new technologies. However, the landscape can be tricky to navigate for non-experts. To make things easier, we’ve put together a quick guide to leveraging Georgia’s startup ecosystem.

Let’s begin with some basics. By definition, a startup is a “newly established business” – which is rather broad. It’s helpful to consider the various tiers of startup companies, the characteristics of these stages and how you can get involved.

A newly established company that does not yet have a product, customers or revenue is known as a “pre-seed” startup. Companies in this stage are honing in on the problem they’ve chosen to address and testing ideas on how to create innovative products to solve them. These companies are typically either self-funded (the founders are spending their own money and not drawing a salary) or have received some form of nominal investment, often from friends and family members. If you’re looking to apply new technology to an existing business, this may be too easy a stage for you. However, if you are looking to be on the ground floor and have influence on the products a business will create, serving as an advisor or a mentor to such endeavors is a great way to get involved.

Companies with a product in market and some degree of traction in the form of customers or revenue are considered “early stage” startups and are typically working on things like perfecting product-market fit and establishing go-to-market strategies. Most have raised some funding from outside investors. This is a great stage for established companies to engage as a beta or pilot customer. The perks of getting involved at this juncture are enhanced ability to shape the end product, and often priority pricing and added attention as an inaugural customer. Similar to pre-seed companies, these also offer great opportunities to get involved as an advisor or mentor and play a pivotal role in the startup’s early success and strategy.

Once a startup has been in the market for a longer period of time and established a history of generating revenue and acquiring new customers, they are considered to be in the “growth stage.” At this point companies are usually seeking larger investments to “scale the business,” i.e., fund rapid growth, hiring and marketing. If your business is looking for a more established product, this is the stage to explore. It’s usually more difficult to find strategy or product roles in these firms as compared to pre-seed or early stage startups, but they’re a great source for new technologies and innovation.

Georgia has many programs working with startups across all of these stages. The Advanced Technology Development Center (ATDC) at Georgia Tech has its own fintech vertical, and Atlanta Tech Village (ATV) in Buckhead also offers a robust community. These programs offer mentor opportunities as well as organize events showcasing technologies from the many companies engaged with these programs. Involvement with organizations like TAG’s Fintech Society provides direct contact with the leaders of these programs and helps professionals stay up to date on the many exciting events taking place in our ecosystem.

Kristin Slink is a veteran of two startups with successful exits and has raised a combined $55 million in funding. She served as the Fintech Catalyst at the ATDC for three years and continues to nurture two startups. She is currently the founder and CEO of Tech AF, having developed its proprietary system designed specifically for non-technical founders. She moved to Atlanta in 2018 with the acquisition of her company LoanHero, and quickly fell in love with the city’s vibrant fintech scene. You’ll find Kristin regularly at pitch, networking and tech events across Atlanta and beyond.
Seven Key Fintech Technologies Driving Innovation

To help fintech executives in their planning, here is TAG Fintech’s summary of the information.

<table>
<thead>
<tr>
<th>Fintech Technologies</th>
<th>Application of Technology for Fintech</th>
<th>Business Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Artificial Intelligence (AI)</td>
<td>- Greatly enhanced data analysis and simplification of business processes&lt;br&gt;- Automatic factor discovery - human financial modeling&lt;br&gt;- Privacy-aware data analytics - advanced encryption, zero-knowledge proofs&lt;br&gt;- AI semantic processing - identifying key business patterns</td>
<td>- Operations efficiency&lt;br&gt;- Data analysis&lt;br&gt;- Collaboration with non-bank partners</td>
</tr>
<tr>
<td>2. Blockchain</td>
<td>- Ability to disrupt and improve traditional value chains and structures&lt;br&gt;- Ability to record, share and synchronize data across a distributed network&lt;br&gt;- Smart contracts enable real-time transaction settlement</td>
<td>- Digital asset exchanges&lt;br&gt;- Valuable Defi assets&lt;br&gt;- Central Bank Digital Currency (CBDC)</td>
</tr>
<tr>
<td>3. Cloud Computing</td>
<td>- Improve platform integrity thru automated/embedded security controls&lt;br&gt;- Reduce technical risk with a consistent, cross-environment technology stack&lt;br&gt;- All cloud platforms are supporting image/audio search, banking as-a-service</td>
<td>- Increase efficiencies&lt;br&gt;- Reduce app downtime&lt;br&gt;- Improves time-to-market</td>
</tr>
<tr>
<td>4. Internet of Things (IoT)</td>
<td>- In banking, IoT-based inventory and property financing helps manage risk&lt;br&gt;- Traceability/shipping logistics - on-demand liquidity, smart contracts&lt;br&gt;- Insurers are using IoT to analyze risk and improving underwriting and claims&lt;br&gt;- Wireless communications networks - NHC, connected end-point devices</td>
<td>- Improves risk management&lt;br&gt;- Improves customer relations&lt;br&gt;- Integration IoT/blockchain</td>
</tr>
<tr>
<td>5. Open Source, SAP and Serverless</td>
<td>- Open Source/free to use software bring new products to market quickly&lt;br&gt;- Serverless architectures means more flexible scaling of apps&lt;br&gt;- Critical to the launch of new fintech business</td>
<td>- Value generating technologies&lt;br&gt;- Time to market speed&lt;br&gt;- Broad scalability factors</td>
</tr>
<tr>
<td>6. No Code Development Platforms (NCDP)</td>
<td>- Build new applications using code containers instead if traditional programming - visual test development tools&lt;br&gt;- Component reuse, customizable workflow processes&lt;br&gt;- Audit trails and documentation can be automated&lt;br&gt;- Real-time data processing</td>
<td>- Quick response to market changes&lt;br&gt;- Reduces app build time&lt;br&gt;- Flexible scaling</td>
</tr>
<tr>
<td>7. Hyper Automation</td>
<td>- Streamlining financial processes and accounting reconciliation&lt;br&gt;- Deployment of software robots and chatbots at scale&lt;br&gt;- Streamline workflow information and business interactions&lt;br&gt;- Process automation (RPA) linked to AI, machine learning (ML)</td>
<td>- Streamline business processes&lt;br&gt;- Replaces manual work, human error&lt;br&gt;- Adapt more quickly to changing business needs</td>
</tr>
</tbody>
</table>

*Based on “Seven Technologies Shaping the Future of Fintech,” McKinsey & Company, November 2021*

Insurtech - Another Georgia “Tech” Hub?

Kathleen Devlin is a Managing Director in Accenture’s Insurance Practice

Already established as a fintech capital, Atlanta is poised to add another label, that of a global insurtech hub. Many of the same factors that fueled Atlanta’s fintech leadership are enabling Atlanta’s rise as an insurtech center: strong research universities, IT talent, business-friendly government policies, Hartsfield-Jackson airport’s access to countless markets, collaborative partnerships, and the significant presence of most major insurance companies.

With financial institutions changing the customer experience through fintech innovations (e.g., self-service online and mobile digital banking), insurance customers expect more efficient products and services through digitalization. As a result, a new group of technology-based startups has entered the market over the last few years to spur this innovation, with solutions ranging from new distribution models, underwriting, and claims management platforms, to enhanced customer experiences, bespoke coverage, and new digital services. Much like broader fintech, these emerging insurtech companies are either:

- **Digital Disruptors** that introduce competitive insurance offerings or disrupt existing distribution channels, or
- **Digital Enablers or Intermediaries** providing digital technologies to insurers along the value chain to support traditional and new insurance products.

Insurance incumbents are increasingly engaging with insurtech startups to drive the industry’s digital transformation. These collaborations range from the development of internal capabilities in underwriting, distribution, and claims, through the development and distribution of new or enhanced covers, to the provision of add-on services, e.g., risk prevention and the enhancement and digitization of the customer experience. Incumbent players are also making investments in these growing tech firms, recognizing their critical role as important partners in launching new products, reaching untapped market niches, and testing new business models. Several large Georgia insurers—including AFLAC and Assurant—have established robust corporate venture programs to fund innovative newcomers within the insurtech space.

Georgia’s thriving startup ecosystem is home to over 15 insurtech startups. These include Layr, an Atlanta-based insurtech startup, which leverages AI and machine learning to help brokers and agencies efficiently sell and service small business insurance. Layr recently announced $10 million of Series A funding. Other Georgia insurtech startups with significant venture capital funding include Slope Software (actuarial, financial projection modeling software) and Mile Auto (computer vision and decision analytics supporting pay-per-mile auto insurance offerings). EVO, an analytics platform for member health engagement and risk underwriting, leverages data in innovative ways—another key trend in the market.

With tech-driven innovation and customer demand for simplified digital experiences reshaping the insurance industry, insurtech startups in Atlanta and Georgia will continue to play a significant role in driving this innovation. Much like Atlanta’s rise as a fintech capital, Atlanta’s insurtech startups are pushing the insurance industry forward and building the world’s next “tech” hub.
Georgia is Expanding its People Power

Fintech companies have a long history of attracting attention, especially when it comes to investors. Over the prior decade venture capital and third-party equity investments in fintech companies worldwide grew markedly, reaching a record $213.8 billion in 2019 according to research firm Statista. The funding year of 2020 receded from this high, however, as the COVID-19 pandemic unsettled world economies generating a still impressive $124.9 billion.

Although not entirely out of the woods with COVID-19, 2021 bounced back nicely with global fintech company investments reaching $210.1 billion, nearly half of those investments made in the Americas. Please note the data in Graph 1, sourced from S&P Global, confirms this trajectory but does not fully match Statista due to differing definitions of fintech’s scope - a common challenge in assessing this rapidly evolving space.

Both the value and deal volume of venture capital funding also nearly doubled in 2021 showcasing the phenomenal power that fintech technologies can have on impacting businesses, governments, and consumers. S&P Global Market Intelligence took a snapshot of the comparison of 2020 total dollar investments versus 2021 (Graph 1). Note that these numbers exclude debt transactions.

Looking at the spread of the investments across the fintech sectors in the U.S. in 2021, the investment and capital markets sector led the way with about $9 billion in raised capital according to S&P Global Market Intelligence (Graph 2). That’s 33% more than the next highest fintech investment sector. Payments, insurtech and digital lending followed with about $19 billion in combined investments. For example, insurance technology company Integrity Marketing Group raised $1.2 billion in funding in 2021 based on the ability to make insurance business processes easier for agencies, agents, and clients.

Graph 1

Amount of Venture Capital Raised by US Fintechs Roughly Doubled in 2021

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$15 billion</td>
<td>$27 billion</td>
</tr>
<tr>
<td>2021</td>
<td>$30 billion</td>
<td>$45 billion</td>
</tr>
</tbody>
</table>

“While startups with consumer-facing apps tend to grab the media’s attention, venture capital firms are generally as interested, if not more interested, in business-to-business startups in the investment and capital markets tech arena,” noted S&P Global analysts.

Georgia Fintech Investments

The TAG Fintech Society research team does its best to keep track of M&A activity for Georgia. Investments in either Georgia-based fintech companies or those companies that have a strong presence in Georgia secured at least $635 million in 2021, and $280 million as of May, 2022. (Note: TAG only tracks investments of $3 million or more.) Table 1 shows some of the key funding transactions from 2020, 2021, and year-to-date 2022 which together equal about $2.0 billion.

Table 1

<table>
<thead>
<tr>
<th>Company</th>
<th>Year</th>
<th>Investment Amount</th>
<th>Lead Investor (when announced)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundfloor</td>
<td>2022</td>
<td>$118 million</td>
<td>Medora</td>
</tr>
<tr>
<td>Keep Financial</td>
<td>2022</td>
<td>$6 million</td>
<td>Seed round led by Andreessen Horowitz</td>
</tr>
<tr>
<td>Veridex</td>
<td>2022</td>
<td>$1 million</td>
<td>Individuals</td>
</tr>
<tr>
<td>Webydo</td>
<td>2022</td>
<td>$10 million</td>
<td>DBV Global and QDI investors</td>
</tr>
<tr>
<td>Webydo</td>
<td>2021</td>
<td>$7 million</td>
<td>JP Morgan, QDI, Left Lane Capital, Madrone Capital</td>
</tr>
<tr>
<td>New Corp</td>
<td>2021</td>
<td>$29 million</td>
<td>Brigade, Visa</td>
</tr>
<tr>
<td>Captivy</td>
<td>2021</td>
<td>$72 million</td>
<td>Kinetic, University Growth, Aries Capital, and more</td>
</tr>
<tr>
<td>Arts Technology</td>
<td>2021</td>
<td>$70 million</td>
<td>Selena Grade</td>
</tr>
<tr>
<td>Billy Payments</td>
<td>2021</td>
<td>$63 million</td>
<td>Addie, Hub Capital, Spark Capital</td>
</tr>
<tr>
<td>Roadsync</td>
<td>2021</td>
<td>$30 million</td>
<td>Tiger Global</td>
</tr>
<tr>
<td>New Corp</td>
<td>2021</td>
<td>$9.5 million</td>
<td>Visa Investment</td>
</tr>
<tr>
<td>Greenwood Bank</td>
<td>2021</td>
<td>$40 million</td>
<td>Truliant Ventures</td>
</tr>
<tr>
<td>Methodoam</td>
<td>2021</td>
<td>$8 million</td>
<td>Castleton Group, TV Capital, Lan Ollas</td>
</tr>
<tr>
<td>LendingPoint</td>
<td>2021</td>
<td>$125 million</td>
<td>Warburg Pincus</td>
</tr>
<tr>
<td>Greentrade</td>
<td>2021</td>
<td>$260 million</td>
<td>Series D led by Andreessen Horowitz, includes TV Capital</td>
</tr>
<tr>
<td>Greentrade</td>
<td>2021</td>
<td>$215 million</td>
<td>Series C led by TV Capital</td>
</tr>
<tr>
<td>Movc</td>
<td>2021</td>
<td>$27 million</td>
<td>Series A Capital</td>
</tr>
<tr>
<td>Billy Payments</td>
<td>2020</td>
<td>$43 million</td>
<td></td>
</tr>
<tr>
<td>Deviant</td>
<td>2020</td>
<td>$164.5 million</td>
<td>Series D by Equifax and Oak HC/ST</td>
</tr>
<tr>
<td>PRO</td>
<td>2020</td>
<td>$180 million</td>
<td>Eurazeo Growth, Springs Capital, Wellington</td>
</tr>
<tr>
<td>PRO</td>
<td>2020</td>
<td>$50 million</td>
<td>JP Morgan and Elridge</td>
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<tr>
<td>Trust Stamp</td>
<td>2020</td>
<td>$7.7 million</td>
<td>Series A, Crowdfunding</td>
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<tr>
<td>FWD Innsurenc</td>
<td>2020</td>
<td>$10 million</td>
<td></td>
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<tr>
<td>Featurespace</td>
<td>2020</td>
<td>$37 million</td>
<td></td>
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<tr>
<td>Bakkt</td>
<td>2020</td>
<td>$100 million</td>
<td>Series B, Microsoft, Boston Consulting</td>
</tr>
<tr>
<td>Trustrade</td>
<td>2020</td>
<td>$5.7 million</td>
<td></td>
</tr>
</tbody>
</table>

Graph 2

All Categories of Private US Fintechs Raised More Venture Capital in 2021 Than in 2020 ($B)

Please see more information on M&A activity detailed in the Report. You can also visit TAC’s website at the following link for a multi-year look at M&A numbers: https://www.tagonline.org/societies/fintech/mergers-and-acquisitions/
The Technology Association of Georgia announced that Kathryn Petralia and Rob Frohwein, co-founders of the small business lending platform Kabbage, have been named recipients of 2022’s Georgia Fintech Hall of Fame award.

Founded in Atlanta in 2009, in the shadow of the Great Recession, Kabbage built and launched the first fully automated small business lending system, enabling small business owners to access capital within seven minutes of visiting its website. Over its history Kabbage has served nearly half a million US small businesses, funding over $16 billion in loans.

During the pandemic alone, Kabbage served 270,000 small businesses, extended $7 billion in capital and is estimated to have saved nearly one million small business jobs. American Express acquired the firm in late 2020 and continues to offer its cash flow technology solutions to millions of US small businesses.

“As pioneers in the Georgia technology ecosystem, Kathryn and Rob’s invaluable contributions to the small business community have made a tremendous impact for so many seeking to offer goods and services in Georgia’s marketplace and beyond,” said Larry K. Williams, President and CEO of TAG.

In mid-May Frohwein and Petralia announced that their new venture, Atlanta-based Keep Financial Technology, had secured $9 million in seed funding from industry leading investors led by Andreessen Horowitz.

Keep Financial’s platform is designed to help employers recruit and retain employees through forgivable loans. The solution received the Best of Show award based on its inaugural public demo at the Finovate Spring conference in San Francisco.

“Atlanta has so many great innovator stories,” said Frohwein. “As someone who spends a lot of time in the Bay Area I can tell you that Atlanta has gained tremendous respect. There’s a lot of dollars pouring into our community and I think that will continue.”

Technology Brief: The “As-a-Service” Fintech Infrastructure

Let’s face it, IT infrastructure and application interfaces (APIs) are difficult to build and maintain. They need constant attention, not to mention being expensive. It used to be (±5 years ago) that a startup, or a financial services company developing a new product, had to figure out how to build an entire infrastructure to support a new application. Not anymore.

Startups will be able to launch companies faster and more cheaply.

Angela Strange, general partner, Andreessen Horowitz (a16Z) noted at the 2019 a16z Summit presentation: “In the not-too-distant future, I believe nearly every company will derive a significant portion of its revenue from financial services. Every company, even those that have nothing to do with financial services, will have the opportunity to benefit from fintech for the first time.”

To accomplish this, today’s fintech startups can use infrastructure-as-a-service tools to avoid having to build out the entire infrastructure “stack.” The stack is a layered group of functions and interfaces that enables an application to interface with the many moving parts of the financial world. For example, a financial services application might require fraud prevention, regulatory compliance, data analytics, payment services, and computer systems management.

As you might guess, these layers are not easy to create, manage, and support. To reduce development time and ongoing maintenance costs in building your stack, take a close look at “as-a-service” technology companies and see how they can meet your 24/7/365 application performance requirements.

Kabbage Co-Founders Receive 2022 Georgia Fintech Hall of Fame Award

Kathryn Petralia, Co-founder, Kabbage

Rob Frohwein, Co-founder, Kabbage

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Gold Sponsors

ATPC was created to protect, promote, and preserve the interests of the critical payments processing industry (with founding roots in Georgia’s "Transaction Alley") through proactive public relations and government affairs activities.
ATPC: https://atpcoalition.com

Enterprise Ireland is the Irish Government’s trade and innovation agency responsible for the development and growth of Irish enterprises in world markets. Working across sectors, we invest in the most cutting-edge Irish companies. Our industry experts around the world help the most dynamic global companies to source Irish innovation to solve their most pressing business problems.

EY is a global professional services organization "At EY, our Financial Services teams are committed to helping FinTechs navigate and overcome their most pressing challenges in an industry where change and innovation are keys to success. We have globally connected financial services teams of 35,000 professionals, with experienced FinTech teams in all major hubs, working with leaders and challengers across all industry segments. We provide continued support as you scale by leveraging our deep industry knowledge, worldwide integration, insights from across the global EY organization, and passion for innovation throughout your journey of building the future of financial services."
https://www.ey.com/en_us

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https://personalsoft.com/

About The Technology Association of Georgia (TAG)

TAG’s mission is to Connect, Promote, Influence and Educate Georgia’s technology ecosystem to advance the innovation economy. Through those four foundational strategies TAG serves the technology community, helping to support, grow and ignite tech leaders, companies and the overall Georgia economy. TAG serves more than 31,000 members statewide through regional chapters in Metro Atlanta, Augusta, Columbus, Macon/Middle Georgia, and Savannah. TAG hosts more than 150 events each year and serves as an umbrella organization for 20+ professional societies. TAG provides networking and educational programs, celebrates Georgia’s technology leaders and companies, and advocates for legislative action that enhances the state’s economic climate for technology.

Additionally, the TAG Education Collaborative (TAG-Ed) focuses on helping science, technology, engineering and math (STEM) education initiatives thrive. For more information visit the TAG website at www.tagonline.org.