



FINTECH
ATLANTA



2023 IMPACT REPORT

We are FinTech Atlanta

Advancing the Global Capital for Financial Technology

A Message from the Chair

Last year, FinTech Atlanta outlined a vision to expand and formalize our efforts to bolster our local fintech ecosystem. Many of FinTech Atlanta's programs were already championed by members and engaged in the community, but it was time to take our work to the next level with an official name and structure behind each.

We are proud to say FinTech Atlanta not only improved upon existing programs in 2023, but also launched a new effort, **FinTech Forward**, which provides enterprise organizations the opportunity to sponsor emerging companies and startups with a seat on the board of FinTech Atlanta.

Our goal for the program is to expand our community of local fintech founders and leaders. That is why we continue to open the door for new, exciting perspectives that challenge our thinking, broaden our reach, and strengthen our ecosystem.

And since FinTech Atlanta aims to engage both large and small companies, there's a place for everyone, with learning opportunities moving in both directions. For instance, **Ask An Advisor** enables seasoned executives to hone their mentoring skills alongside leaders of smaller companies learning the ropes.

Run it by the Buyers, which experienced record turnouts in 2023, continues to offer startups the opportunity to engage and pitch and present their sales pitch to large corporations ("Buyers"). Hundreds of participants have benefitted from the program – through networking, collaboration, and revenue-generating opportunities that might not otherwise occur.

Likewise, **FinTech Atlanta Ambassadors** and **GenNext Insights** continue to serve as staples of our community work. Across the globe, our Ambassadors champion the story of fintech in Atlanta and the power of our community working alongside each other. At the same time, our work with the University of Georgia through GenNext Insights is uplifting future fintech innovators and leaders with value-creating, student-led consulting engagements.

FinTech Atlanta is only as strong as its members, and our board continues to grow with more than a dozen new members in 2023. We have challenged ourselves to achieve another banner year in 2024, bringing together fintech executives who deeply believe in Atlanta and one another's success. Our membership is more engaged than ever as each of you continue sharing the story of our thriving ecosystem.

Our work continues in 2024 as we strive for more collaboration, more opportunities, and more engagement. FinTech Atlanta will continue to make a difference in our community, and with a vibrant board and active membership providing support, the stage is set for another powerful year.



Charles Freund

Chair, FinTech Atlanta
CFO, Fullsteam

“We have challenged ourselves to achieve another banner year in 2024, bringing together fintech executives who deeply believe in Atlanta and one another’s success. Our membership is more engaged than ever as each of you continue sharing the story of our thriving ecosystem.”





Fintech in Atlanta Works

More than 245 fintech companies are headquartered or have a significant presence in the Peach State. Georgia-based companies have processed more than 300 billion global payments transactions. Atlanta is home to one of the 12 Federal Reserve Banks setting and executing our nation's monetary policy. The Intercontinental Exchange, owner of the New York Stock Exchange, is headquartered here. When people think about fintech, they think about Atlanta.

These are just a few of the companies representing the scale and scope of our industry here:

bitpay

BlackRock.

cantaloupe

CapitalOne

CORVIA

DATASEERS

deluxe.

Elavon.

EQUIFAX

**FEATURE
SPACE**

FIS

fiserv.

FLEETCOR®

FULLSTEAM

GBC

globalpayments

ICE

Incomm®

INTUIT

Invesco

KBW
A Stifel Company

LexisNexis®
RISK SOLUTIONS

Maast™

mastercard

Morgan Stanley

Munich RE

NCR VOYIX

NXTMOVES

Payverse
CONNECTIVITY UNBOUNDED

**PURCHASING
POWER**

Sage

splitit

TRUIST

ttv capital

VISA

VITAL4®

“

Unlocking the potential of AI in the fintech industry is not merely a technological evolution; it's a revolution that empowers innovation, enhances efficiency, and reshapes the landscape of financial possibilities, turning data into insights and challenges into opportunities. Our digitally native students are reshaping paradigms, while student consulting teams like GenNext Insights are making it possible.”



Bob Trotter

Sr. Executive Partner, Gartner
Assistant Director, FinTech Certificate Program
University of Georgia



Talent that Scales

Talent is the lifeblood of any successful ecosystem. With more than 42,500 Georgia-based employees working in fintech organizations, we have a strong base. However, we continuously need more work-ready talent to support our industry's growth.

That's why the University System of Georgia's Board of Regents and the American Transaction Processors Coalition (ATPC) collaborated with the fintech industry in 2018 to launch the Georgia Fintech Academy, an initiative to educate and equip our diverse body of students and young professionals for future careers in financial technology.

The University of Georgia is one of 23 institutions participating. In fact, the FinTech Certificate Program is UGA's fastest growing, with 225 students enrolled in the fall semester of 2023.

As a part of the university's curriculum, Professor Bob Trotter partnered with major local brands, including BlackRock, FLEETCOR, Fiserv, Gartner, Hexure, Synovus, The Weather Channel, and Truist, to bring their offices to the classroom. Students

participated in experiential learning projects, solving these companies' real-world business challenges.

In Fall 2023, we also kicked off the **GenNext Insights** program, which is an evolution of these experiential learning projects enabling corporate partners to bring an undeveloped portfolio of ideas to student-led consulting groups within colleges and universities for delivery. We were fortunate to have BlackRock raise its hand to work with UGA's Terry College of Business Student Consulting Group. The beauty of this program is that it adds value to both sides – real-world experience for the students and innovative solutions to help drive investment decisions for the participating businesses. The GenNext team is excited to announce our next engagement with Fullsteam, who has partnered with us to develop an industry competitive assessment.

Student internships are vital to training our future workforce. FinTech Atlanta teamed up with two interns throughout 2023 who provided value across all areas of our work and ecosystem. Both were introduced to us through their participation in the Georgia Fintech Academy. We look forward to working with more future fintech leaders in 2024.



The Georgia Fintech Academy is flourishing and reaching unprecedented heights, with student engagement soaring to record levels. What sets it apart is the Academy's distinctive ability to connect with students statewide, transcending geographical boundaries through its comprehensive for-credit curriculum and impactful events. As we navigate the intersection of education and technology, the Academy's commitment to fostering a vibrant learning environment positions Georgia as a catalyst for future leaders of the fintech industry.



6,150

students enrolled in the undergraduate curriculum



74%

of participating students are from underrepresented groups



95%

of students are in-state



1,800+

students have secured full-time fintech positions



2,500

students participated in virtual or in-person events in 2023



1,850+

students joined virtual career fairs to engage with 50-plus employers in 2023

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Our strategic mission is to shape the future of fintech through diverse talent-development initiatives. Ensuring the industry flourishes with a pipeline of high-performing talent and perspectives is not only meaningful; it is imperative for the sustained growth of our sector.”



Laura Gibson-Lamothe
Executive Director
Georgia Fintech Academy





Stories that Showcase

Metro Atlanta is fintech's global capital. With more than two-thirds of U.S. debit, credit, and prepaid card transactions being processed using the rails of companies with a significant Georgia presence, it's impossible to find a region more welcoming to fintech companies and financial service providers.

And the world is taking notice. This year, we doubled down on our mission to tell the story of fintech in Atlanta – with those both locally and abroad.

We took our mobile, **Transaction Alley Studio** on the road and convened our community at three global events: Money 20/20 Europe, ETA Transact, and most importantly, Atlanta's own Fintech South, produced by the Technology Association of Georgia (TAG). We captured and edited content in real time to share via social media and created additional exposure and credibility for our region. This allowed us to grow our LinkedIn followers by 115% in 2023.

We also took advantage of the vibrant fintech ecosystem in our own backyard by partnering with the TAG Fintech Society on a joint event at BlackRock's Innovation Hub to hear from leaders including Visa, DataSeers, Kinly, TechAF, and the Georgia Fintech Academy about how to plug into our thriving fintech ecosystem. We're proud of the collaborative relationships we have with ecosystem partners, and this event exemplifies how we're working toward the same goal.

We also participated in local events like the Independent Community Bankers Association's (ICBA) ThickTECH kickoff and Demo Day, the Federal Reserve Bank of Atlanta's Payment Inclusion Forum, the ATL Unlocked tour of the Atlanta Blockchain Center, and the MPC Digital Commerce event. We convened key players in our ecosystem to moderate panels at events including TAG's Georgia Technology Summit, Atlanta Digital World Summit, and FinTech South, among others.

Additionally, FinTech Atlanta and our partners hosted foreign trade and political delegations from eight key countries around the globe. We used these engagements to reinforce Atlanta's position as a global capital for financial technology innovation and leadership. Through these relationships, we're able to participate in invaluable opportunities like being featured in Berlin's U.S. Insights Magazine.

Innovation in Action

FinTech Atlanta hosted three of our signature **Run it by the Buyer** programs in 2023. These events brought together large Georgia-based corporations with early/growth-stage fintech companies to discuss commercial collaboration, key industry issues, opportunities, and challenges.

These one-of-a-kind gatherings are designed to sustain the “entrepreneurial virtuous cycle” with a focus on helping innovators establish product-market fit more efficiently and effectively with the help of larger corporations, which cements their role as customers and partners, and thereby fosters even further innovation.

FinTech Atlanta’s **Run it by the Buyers** series has a significant impact on our ecosystem, and we look forward to continuing our program throughout 2024 to build on last year’s success.

In 2023, our Run it by the Buyers events set record-breaking attendance numbers and engagement.

We packed the rooms at UPS, Atlanta Tech Village, and the Tech Square Clubhouse, connecting audiences of nearly 200 attendees per event, 16 earlier-stage companies, 8 past-presenter updaters, and 27 unique buyers representing BlackRock, Comcast, Cox, Deluxe, Equifax, First Century Bank, FIS, FLEETCOR, Georgia Banking Company, Global Payments, The Home Depot, InComm, InComm Go Studio, NCR, Regions Bank, Synovus/Maast, Truist, TSYS, UPS Capital, Visa and Wells Fargo. As a result, more than 20 follow-up meetings have taken place and pilot programs signed.

More than \$2 billion has been raised by the 77 past-presenting companies following their initial presentations at our **Run it by the Buyers** events.



In 2023, we also generated momentum for one of our newest programs, **Ask An Advisor**, or **A³**. This program leverages the insights, advice, and networks of fintech's most-experienced and successful executives and experts to help startups and early-stage companies drive forward faster.

We wanted to be able to help startups/early-stage leaders with a defined set of challenges or questions by connecting them with our network of senior fintech executives in a friction- free and flexible way – a six-month commitment, two-to-three hours per month, with no strings attached – free to extend or expand the relationship in any capacity.

We're proud to have several engagements in progress, including Scott Grimes, retired executive Chairman & Co-Founder at Cardlytics working with Gabriel Money and Steve Nigri, Co-Founder of NXTMoves working with ebankIT. We look forward to growing this program in 2024 and encourage both advisor and advisee companies to apply on our website.

“Atlanta continues to attract innovative startups and established industry leaders as we grow and invest in our vibrant financial technology ecosystem. These companies recognize the wealth of opportunities and talent available here in Georgia, and we’re seeing this excitement reflected throughout our work at FinTech Atlanta. Our flagship programs are already on track for another record year of engagement, and our newest program, FinTech Forward, is already seeing strong momentum as we work to open doors for future fintech founders and builders. We are excited to reach new heights in 2024.”



Oliver Burns
Vice Chair, FinTech Atlanta
Chief Growth Officer,
Corvia Payments

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The FinTech Atlanta board members are working together to create success for companies in the Atlanta ecosystem through the Ask An Advisor program. This program allows us to share our collective talent, experience, and knowledge.

It's inspiring to see how working together can help our city become a fintech leader. I'm proud to be part of such an initiative and excited to see how we can continue to contribute to Atlanta fintech companies.”



Steve Nigri
Co-Founder
NXTMoves

Legislation that Works

Atlanta is built for business, as is all of Georgia. There is a reason Area Development Magazine recognized Georgia as the #1 state for doing business each year for the past decade. And from the beginning, our state, county, and local governments have remained strong supporters of the fintech industry.

FinTech Atlanta and our member organizations regularly collaborate with founding partner, American Transaction Processors Coalition (ATPC), to stay connected with elected officials, educate them on our industry's economic impact, and advocate for positive industry legislation.

ATPC's annual "Payments 101" remains a sought-after source of information on current trends for an industry that supports more than 42,000 jobs in Georgia. This event provides a forum for all in the Georgia legislature to learn about Transaction Alley and the critical infrastructure that reinforces Georgia's position as the #1 state in the U.S. to do business.

Hosted by industry leaders Staxx and Georgia Banking Company, the 2024 edition of "Payments 101" will provide Georgia's House Banking Committee with a better understanding of the payments processing industry and its role in our technology ecosystem. House Banking Committee Chairman Noel Williams, Majority Caucus Chairman Bruce Williamson, and Banker/Legislator Representative Carter Barrett are among the most interested.

In 2023, Visa also hosted a town hall meeting featuring University System of Georgia Chancellor Sonny Perdue and Atlanta City Council President Doug Shipman. Working in coordination with ATPC's policy team and its Executive Director, H. West Richards, FinTech Atlanta members participated in a robust discussion of how Georgia's University System can equip graduates for our modern workforce, especially those interested in fintech careers.

FinTech Atlanta continues to collaborate with ATPC and develop champions for fintech throughout our state, including State Senate President Pro Tempore John F. Kennedy (R-Macon), House Majority Caucus Chairman Bruce Williamson (R-Monroe), and State Senator Sonya Halpern (D-Atlanta).

"Georgia and Atlanta's prominence as a leading international hub for financial technology is due in part to the extraordinary leadership of FinTech Atlanta, its member companies, and affiliated trade associations. FinTech Atlanta brings the industry into focus under one umbrella."

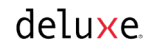


H. West Richards

Executive Director

American Transaction Processors Coalition (ATPC)

FinTech Atlanta Board Members



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Arketi is committed to doing whatever we can to strengthen and expand our innovation ecosystem. FinTech Atlanta is a catalyst for collaboration and growth in our tech-driven community, and its work is creating invaluable opportunities for students, emerging startups, and established brands alike – all while sharing the story of why Atlanta is the place to be for fintech professionals.”



Mike Neumeier
CEO
Arketi Group

FinTech Atlanta Leaders

FinTech Atlanta Executive Committee



Charles Freund

CFO, Fullsteam
FTA Chair – FTA Run it by the Buyers
Executive Sponsor



Oliver Burns

Chief Growth Officer, Corvia Payments
FTA Vice Chair – FTA GenNext Insights
Executive Sponsor



Hillery Champagne

Executive Director
FinTech Atlanta



Amelia Freeman

Chief Financial Officer
FinTech Atlanta



Keith Hartford

President, WNA Ltd
FTA Ask An Advisor
Executive Sponsor



Grant Wainscott

Vice President of Ecosystem Expansion
Metro Atlanta Chamber
FTA Ambassadors Executive Sponsor



Nandan Sheth

CEO & Board Director, Splitit
FTA Ambassadors Program Director



Joe Radest

Founder
1 Step Technologies



Larry Williams

President & CEO
Technology Association of Georgia



H. West Richards

Executive Director
American Transaction Processors Coalition

2023 was a year of record growth for FinTech Atlanta with the addition of the following members to our Board of Directors.

Ravi Venkatesan

CEO
Cantaloupe

Tom Bell

CEO
Maast

Keith Meyers

Head of FinTech & Financial Services
Investment Banking
KBW

Oliver Burns

Chief Growth Officer
Corvia Payments

Mauricio J. Vianna

Partner/CEO
MJV Technology & Innovation

Charles Freund

Chief Financial Officer
Fullsteam

Yogaraj Jayaprakasam

SVP, Chief Technology and Digital Officer
Deluxe

Jane Elliott

Chief Human Resources Officer
NCR Voyix

Mark Leonard

VP International Financial Services
IDA Ireland

Pari Sawant

Chief Product Officer
Elavon

Steve Nigri

Co-Founder
NXTMoves

Matt Nicholson

SVP
CarIQ

Andrew Mathieson

Chief Enterprise Initiatives Officer
Global Payments

Sandra Blair

CEO
Payverse

Karen Houghton

CEO and Founder
Infinite Giving

Sanjay Sama

Partner
JM Search

Ron Oertel

Chief Financial Officer
Purchasing Power

Advancing our Organization



Run it by the Buyers

FinTech Atlanta hosts Run it by the Buyers events to encourage commercial collaboration between large corporations (“Buyers”) and promising Georgia fintech companies building innovative new products, solutions, and services (“Sellers”).

Program Directors



Ali Raza

Director – Payments, Cards & Fintech
Protiviti



Chris Stanley

SVP, Payments & Technology
Georgia Banking Company



Marcelo Bernal

President & COO
MassPay



Ask An Advisor

Ask An Advisor (A³) provides startups and early-stage fintech companies with direct access to the best and brightest individuals leading the fintech industry. A³ is designed to connect these companies with those who make things happen— senior execs versed in the complexities of our industry.

Program Director



Matt Nicholson

SVP
CarIQ



FinTech Atlanta Ambassadors

The FinTech Atlanta Ambassadors program consists of a diverse group of executive leaders who help us share the story of both FinTech Atlanta and our robust ecosystem – with audiences locally and overseas.

Program Director



Nandan Sheth

CEO & Board Director
Splitit



GenNext Insights

GenNext Insights creates opportunities for university students to gain real-world experience working with businesses to develop solutions and ideas for emerging business problems. These student-led consulting groups help businesses drive investment decisions while building their own portfolios and resumes.

Program Director



Bob Trotter

Sr. Executive Partner, Gartner
Assistant Director, FinTech Certificate
Program, University of Georgia



FinTech Forward

In 2023, we also introduced FinTech Forward, a sponsorship program designed to elevate diverse local fintech founders. We're excited to welcome our first program participant: Karen Houghton, CEO and Founder of Infinite Giving. Houghton is sponsored by Charles Freund, CFO of Fullsteam, and we look forward to adding even more future leaders to the program in 2024.

Last year also marked a year of continued learning and education for FinTech Atlanta and our board of directors. At each of our quarterly board meetings, we hosted guest speakers and industry experts, including:



John Ferguson

President, Advisory Services – Atlanta
CBRE



Christine Livingston

Managing Director – Innovation
AI and IoT
Protiviti



Bruna Lopes

Head of Innovation USA
MJV Technology & Innovation



Tom Michaud

President & CEO
KBW



Jay Morgan

Founder
JL Morgan Company Inc.



Laura Gibson-Lamothe

Executive Director
Georgia Fintech Academy



Investing in the Cause

FinTech Atlanta would not be here without its 40+ corporate representatives on our board and three founding partners – American Transaction Processors Coalition, Metro Atlanta Chamber, and Technology Association of Georgia – plus a dedicated group of volunteers representing fintech companies and affiliates across Georgia.

We can do more together than we can apart. Engagement in FinTech Atlanta enables you to have a seat at the table and take full advantage of our initiatives that accelerate talent and innovation for you and your company.

For more information on the role you can play in FinTech Atlanta, please contact our executive director, Hillery Champagne at hchampagne@fintechatlanta.org.





FINTECH
ATLANTA

Produced by Arketi Group
arketi.com

FinTech Atlanta is a coalition of companies working to advance Atlanta as the recognized global capital of financial technology.

Led by seasoned industry executives, the group's priorities are to drive fintech industry growth, talent expansion, innovation acceleration, and public policy influence in Atlanta and across the state of Georgia.

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