



FINTECH  
ATLANTA

WE ARE

# FinTech Atlanta

THE GLOBAL CAPITAL OF  
FINANCIAL TECHNOLOGY



# Fueling our FinTech ecosystem

**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.

## DID YOU KNOW FINTECH IN GEORGIA...

CONSISTS OF MORE THAN **210 COMPANIES**  
EMPLOYING MORE THAN **42,000 PEOPLE**<sup>1</sup>

PROCESSES AN ESTIMATED **551 BILLION**  
GLOBAL PAYMENTS TRANSACTIONS<sup>1</sup>

IS HOME TO **6 OF THE 10** LARGEST U.S.  
PAYMENT PROCESSING FIRMS<sup>2</sup>

GENERATES **\$49 BILLION** IN REVENUE FROM  
10 PUBLIC FINTECHS ALONE<sup>1</sup>

SAW MORE THAN **\$131.4 BILLION** INVESTMENT  
FUNDING IN 2021<sup>1</sup>



*"Atlanta continues to prove itself as a global fintech leader with companies like Wal-Mart, Capital One, Visa, Microsoft and AirBNB opening tech hubs here, and billions invested in local start-ups. FinTech Atlanta plays a central role in fostering a fintech ecosystem that draws Fortune 500 companies and nurtures the next generation of leading fintech companies. While proud of what's been accomplished so far, the FinTech Atlanta coalition remains committed to making our city the destination of choice for fintech companies, talent and investment."*

**Charles Freund**  
Chief Financial Officer

**Fullsteam**  
FinTech Atlanta Chair



*"The financial technology sector has expanded rapidly, and with expansion comes the insurgence of new opportunities and a bigger playing field for new fintechs to join. Creating a space where financial technology and commerce-enabling companies can thrive is essential. This is precisely what Fintech Atlanta, a coalition of companies working to advance Atlanta as the recognized global capital of financial technology, does. We at FIS are proud to support FinTech Atlanta's mission, and I'm glad to represent FIS in support of FinTech Atlanta's important work."*

**Oliver Burns**  
Head of Global Payments Networks

**FIS**  
FinTech Atlanta Vice Chair



<sup>1</sup> Technology Association of Georgia

<sup>2</sup> Flanders Investment & Trade, "Fintech Georgia Market Report," January 2021









“The FinTech industry is thriving in Atlanta. The pillars of FinTech Atlanta are aligned to help propel this great city forward as the economic hub of Financial Technology. The diverse talent, innovative culture, and supportive business climate are the reasons why Atlanta will be recognized as the global capital of Financial Technology.”

**Scott Anderson**  
Vice President - Financial Services and Payments  
**The Home Depot**



We are a unique collection of companies and organizations **INFLUENCING POLICY AND INDUSTRY DEVELOPMENT** to create the **BEST GLOBAL BUSINESS CLIMATE** for financial technology and commerce-enabled companies. The result has established metro Atlanta as a **GLOBAL TALENT MAGNET** driving the high-value jobs required by today’s **INNOVATION ECONOMY**.

We do this through our **FOUR FOCUS AREAS** driven by volunteers in the ecosystem who help us accomplish our objectives.

TALENT	INNOVATE	PROMOTE	LEGISLATE
 <p>Our objective is to expand the FinTech skilled workforce to support industry growth in Atlanta. This includes working to cultivate new talent and attract available skilled talent—right people, right skills, right time, right place, right cost.</p> <ol style="list-style-type: none"><li>1. Leverage outbound and local recruiting missions and events</li><li>2. Promote and facilitate internships and scholarships</li><li>3. Design and implement core FinTech curriculum and credentials, both at the undergraduate level and for those seeking a career transition</li></ol>	 <p>Our objective is to enhance our FinTech innovation community through a range of focused initiatives. We work across the ecosystem with leading corporations, investors and service providers to connect local startups and early-stage FinTech companies with the resources they need to succeed.</p> <ol style="list-style-type: none"><li>1. Innovation matchmaking programs (corporations + startups + investors)</li><li>2. Mentorship programs</li><li>3. FinTech accelerator programs</li></ol>	 <p>Our objective is to tell the story. We do this by showcasing and communicating Atlanta’s FinTech industry leadership and our superior workforce, infrastructure, innovation and business climate for growth.</p> <ol style="list-style-type: none"><li>1. Coordinate event messaging and activity in and out of Atlanta</li><li>2. Tell our story</li><li>3. Create opportunities for industry collaboration</li></ol>	 <p>Our objective is to develop and implement public policy initiatives that support Georgia and metro Atlanta’s financial technology industry and job growth.</p> <ol style="list-style-type: none"><li>1. Be a policy resource for elected officials at all levels of government</li><li>2. Advance federal policies, state and local support for talent, innovation and investment creation</li><li>3. Host legislative events</li></ol>



“Fintech Atlanta plays an instrumental role in the success of the Georgia Fintech Academy. Fintech Atlanta provided important guidance to the University System of Georgia at the origins of the program and has continued to support the program’s growth to date. The 900+ students hired into the fintech industry over the past two school years have joined many of the companies involved with Fintech Atlanta.”

**Tommy Marshall**  
COO, Co-founder  
**myFloc**





How can you join those helping make this happen?

GET INVOLVED

It's an investment in this industry movement that will benefit your organization and ensure you are seen as a global FinTech leader.

For more information on the role you can play in FinTech Atlanta, please contact us at [getintouch@fintechatlanta.org](mailto:getintouch@fintechatlanta.org).



"I am excited by the team we've built and we're just getting started. We made it a priority from day 1 to embed ourselves in the local community, and I am proud of the partnerships we have with the city of Atlanta and the local universities. These partnerships connect us with our amazing Atlanta neighbors who are some of the most skilled professionals I have met in my career."

Marc Balizer  
Managing Director  
BlackRock



FinTech Atlanta is an initiative of the organizing partners



FinTech Atlanta includes executives from the following organizations







*"Georgia and Atlanta's prominence as a leading international hub for financial technology is due in part to the extraordinary leadership of Fintech Atlanta and its member companies and affiliated trade associations. Fintech Atlanta brings the industry into focus under one umbrella, providing Georgia's "Transaction Alley" a platform to communicate the industry's value to legislators and regulators. Educational outreach to policymakers in Georgia is an essential role of Fintech Atlanta to maintain a beneficial regulatory and legislative ecosystem for fintech companies to arrive, thrive, and grow."*

**H. West Richards**

Executive Director

**American Transaction Processors Coalition (ATPC)**



[fintechatlanta.org](https://fintechatlanta.org)

For more information on FinTech Atlanta or to get involved, please contact us at [getintouch@fintechatlanta.org](mailto:getintouch@fintechatlanta.org).

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