

# Fueling our FinTech ecosystem

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



"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



1 Technology Association of Georgia

**FULLSTEA** 

2 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**



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.

- 1. Leverage outbound and local recruiting missions and events
- **2.** Promote and facilitate internships and scholarships
- 3. Design and implement core FinTech curriculum and credentials, both at the undergraduate level and for those seeking a career transition

#### **INNOVATE**

Our objective is to enhance our FinTech

innovation community through a range

of focused initiatives. We work across

connect local startups and early-stage

FinTech companies with the resources

investors and service providers to

they need to succeed.

2. Mentorship programs

3. FinTech accelerator programs

the ecosystem with leading corporations,



**PROMOTE** 

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.

- 1. Innovation matchmaking programs 1. Coordinate event messaging and (corporations + startups + investors)
  - 2. Tell our story
  - **3.** Create opportunities for industry collaboration

activity in and out of Atlanta

#### **LEGISLATE**



Our objective is to develop and implement public policy initiatives that support Georgia and metro Atlanta's financial technology industry and job growth.

- **1.** Be a policy resource for elected officials at all levels of government
- 2. Advance federal policies, state and local support for talent, innovation and investment creation
- 3. Host legislative events



"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.



"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

BlackRock.

## FinTech Atlanta is an initiative of the organizing partners





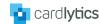


#### FinTech Atlanta includes executives from the following organizations































































"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)



