



FINTECH
ATLANTA



2022 IMPACT REPORT

We are FinTech Atlanta

Advancing the Global Capital for Financial Technology

A Message from the Chair

I can say with confidence that fintech in Atlanta remains strong. Our ecosystem marches on as we build the next generation of financial technology and innovate at companies with scale. From challenger brands to established corporations, we continue to foster the growth of Atlanta's ecosystem.

2022 was a year for resilience – in the face of continued supply chain issues, rapid inflation, a highly competitive, unpredictable labor market and global instability, our industry was forced to adapt and overcome a range of challenges.

We are resilient. This year, we are broadening what it means to be a fintech. While Atlanta will always be known as the payments capital of the world, the definition of fintech here is so much more. Insurance, mortgage, real estate, wealth management and healthcare technology all intersect with our industry. We are all fintechs – or at least rely heavily on them.

As part of our one-of-a-kind ecosystem, FinTech Atlanta is working to improve how corporate leaders, entrepreneurs, and students engage and collaborate. After a challenging few years due to the global pandemic, I'm delighted to see FinTech Atlanta in a strong, healthy position as it begins its eighth year.

None of this would be possible without the leadership of our Executive Committee, Program Directors, and FinTech Atlanta's recently appointed Executive Director, Hillery Champagne. This year, the team has worked tirelessly to elevate FinTech Atlanta and get us front-and-center with those stakeholders working on the frontlines of our technology ecosystem.

Here are some examples:

Run it by the Buyers – This program provides startups with the unique opportunity to engage and pitch potential buyers with commercial collaboration in mind. As we head into our seventh year of the program, we're energized by record breaking registration and participation numbers.

Tap The Accelerator – We recently launched this program to connect budding entrepreneurs and early-stage innovators with seasoned executives for advice on how to drive their companies forward faster.

GenNext Insights – Complementary to our work with the Georgia Fintech Academy, FinTech Atlanta is connecting established corporations with student led consulting teams to work on a host of value-added projects.

FinTech Atlanta is at an inflection point and poised for a breakout year. Through our community-centered, volunteer-driven organization, we connect and foster the fintech ecosystem. FinTech Atlanta brings all the stakeholders in our region together as co-creators and economic enablers.

The saying goes that a rising tide lifts all boats. More talent and greater connection in the Atlanta fintech community benefits the industry, the companies that drive it, and our region as a whole. Together, let's continue to build on our success and collaboration as we enter 2023. In all things, we are stronger together.



Charles Freund
Chair, FinTech Atlanta
CFO, Fullsteam

“Our ecosystem marches on as we build the next generation of financial technology and innovate at companies with scale. From challenger brands to established corporations, we continue to foster the growth of Atlanta’s ecosystem.”





FinTech in Atlanta Works

More than 200 fintech companies are headquartered or have a significant presence in Georgia. Six of the ten largest U.S. payment processing firms are Georgia-based. 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.

cardlytics



DEFENSESTORM

deluxe.

Elavon.

EQUIFAX

**FEATURE
SPACE**

FIS

fiserv.

FLEETCOR®

Omni Technologies, Inc.

FULLSTEAM

globalpayments

GREENLIGHT

Groundfloor

HATCHWORKS®

Highline

ICE

incomm®

Invesco

**LexisNexis®
RISK SOLUTIONS**

NCR

ParkMobile®

splitit

TRUIST

TrustStamp®

VISA

VITAL4®

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Innovation is the growth fuel for the fintech industry and the GenNext Insights program is providing member companies incredible access to young, digitally native, talent who are committed to learning our industry while providing critical insight on their expectations as future customers of financial services. Many participating companies have commented on the work quality that these student consulting teams provide; whose insight is starting to move from the classroom to the product development offices of our industry.”



Bob Trotter

Executive Partner at Gartner and Professor
of FinTech Certificate Program
University of Georgia

Talent that Scales

Talent is the lifeblood of any successful ecosystem. With more than 42,000 Georgia-based employees working in fintech, we have a strong base. However, there is a continuous need for more work-ready talent to support our industry's growth.

That's why the University System of Georgia's Board of Regents came together with the fintech industry 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.

In November 2022, we partnered with the Georgia Fintech Academy to relaunch our in-person Student Summit. Hosted at BlackRock's innovation hub in Midtown, we brought students from the University of Georgia, Georgia Southern University, Georgia State University and Kennesaw State University for a day of learning and networking.

This invaluable event gave students the opportunity to hear directly from a panel of experts from BlackRock, Global Payments, FIS,

FP Omni Technologies, and WNA about working in fintech. Afterwards, students engaged directly with recruiters from BlackRock, Equifax, FIS, MerchantE and Splitit.

Additionally, FinTech Atlanta member companies FLEETCOR, Global Payments, Gartner, and Truist brought their offices to the classroom by participating in the GenNext Insights program with University of Georgia students who worked to solve these companies' real life business challenges. Just this past Fall, 150 students worked with seven leading fintech companies on projects ranging from the next evolution of emerging technology of payments, to practical applications in the metaverse, to decentralized finance.

Student internships are vital to the training of our workforce. FinTech Atlanta employed two interns throughout the course of the year who provided value across all areas of the association. We're pleased to say that both young professionals secured full-time positions after completing their time with FinTech Atlanta. We look forward to working with more future fintech leaders in 2023.



In 2019, the Georgia Fintech Academy was born. Today, 23 of Georgia's 26 higher education institutions participate in the program every semester, with courses created to develop both existing fintech professionals and students.



5,200
students enrolled in undergraduate curriculum for financial technology.



72%
of participating students are from underrepresented groups.



1,600
students placed in fintech roles through the Academy's Diversity Career Advancement initiative.



68
experiential student projects solving real-world problem statements and challenges facilitated with our corporate partners in the classroom.

The Georgia Fintech Academy recently appointed a new Executive Director, Laura Gibson-Lamothe, to lead the organization into its next era.



Laura Gibson-Lamothe
Executive Director
Georgia Fintech Academy

“The Academy has established a solid foundation since its inception in 2019, producing diverse talent at scale ready to make an impact in the industry. We are now positioned to extend our efforts towards innovation - tangibly contributing to Atlanta’s evolving and growing fintech ecosystem.”



Stories that Showcase

Metro Atlanta is fintech's global capital. With more than 70% of all debit, credit and gift card transactions in the U.S. each year processed by companies in Atlanta and with major operations throughout Georgia, it's impossible to find a region more welcoming to fintechs and financial service providers.

And the world is taking notice. This Fall, just prior to Georgia's takeover of Money 20/20 USA, FinTech Atlanta launched our new and improved website and social media presence to better tell our story locally and abroad. As a part of this initiative, we rolled out our mobile content studio, creating content at activations around the globe, editing in real time, and pushing out on social media, creating additional exposure and credibility for our region.

Throughout the year, our community showed up in force for events such as Money 20/20 Europe, Money 20/20 USA, and most importantly, Atlanta's own Fintech South, produced by the Technology Association of Georgia (TAG). The ecosystem proudly proclaimed that the estimated global payments transactions processed by GA-based companies has grown to 300 billion.

Additionally, FinTech Atlanta and our partners hosted foreign trade and political delegations from eight key countries around the globe. We used these engagements as an opportunity to reinforce Atlanta's position as a global capital for financial technology innovation and leadership.

Highlights

MONEY EUROPE **20/20**

At Money 20/20 Europe, FinTech Atlanta joined ecosystem partners DataSeers, TrustStamp, UL, Vital4, FilmHedge, Metro Atlanta Chamber, Georgia Power, and the State of Georgia to represent our region in the Georgia Booth, hosting networking events that brought together more than 350 individuals to learn about Georgia's fintech industry.



Supported TAG's Fintech South, a world-class industry summit, which will be returning to Atlanta this September. We served as the ADVANCE Award Sponsor, which recognized innovative U.S. fintech companies with ties to Georgia. Additionally, we provided 30 passes to students and professors from Georgia's higher education institutions.

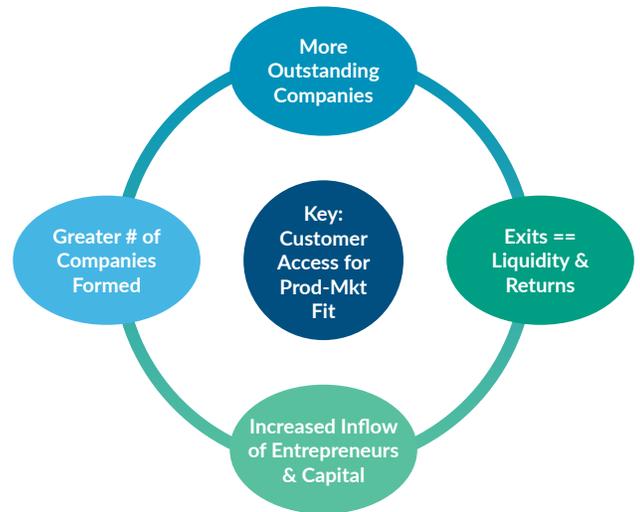
MONEY USA **20/20**

Money 20/20 USA was a major milestone for FinTech Atlanta as we re-launched the Fintech Forward grant program where five prominent fintechs from the region, including Deluxe, Global Payments, o15 Capital Partners, Truist, and Visa, provided mentorship and funding totaling \$25,000 for five local start-ups to attend the tradeshow and conference. We also hosted our sixth annual Transaction Alley reception at the show welcoming more than 300 attendees throughout the evening to celebrate fintech in Georgia with prospects, partners, and clients.

Innovation in Action

This year, FinTech Atlanta hosted three of our signature Run it by the Buyer programs. These events bring together large Georgia-based corporations and investors with early/growth stage fintechs to discuss commercial collaboration and key industry issues, opportunities, 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.



Virtuous Cycle created by Nelson Chu

FinTech Atlanta’s Run it by the Buyers series have a significant impact on our ecosystem, and we look forward to continuing our program throughout 2023 to build on last year’s success:

In 2022, our Run it by the Buyers events set record breaking attendance numbers and engagement.

We packed the rooms at Atlantic Capital Bank (now SouthState), The Home Depot, and Comcast, connecting audience attendees, 17 earlier stage companies, and 15 unique buyers, including BlackRock, Comcast, Cox, Deluxe, Equifax, FIS, FLEETCOR, Global Payments, The Home Depot, InComm, Regions Bank, SouthState Bank, Truist, UPS Capital and Wells Fargo

More than \$1.5 billion has been raised by the 60 past presenting companies following their initial presentations at our Run it by the Buyer event.

“The Run it by the Buyers event hosted by FinTech Atlanta is a great example of the generosity of the fintech ecosystem in Atlanta. I had a wonderful time sharing the myFloc story with a really engaged and thoughtful group of corporate leaders from a variety of sectors. They asked insightful questions, were very engaged and we’ve had meaningful follow-up meetings since the event. Congratulations and many thanks to FinTech Atlanta for the great work supporting startups!”



Elizabeth Clubb
Founder & CEO
myFloc

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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)

Legislation that Works

Atlanta is built for business, as is all of Georgia. We have been named the #1 state for doing business for 9 consecutive years by Area Development Magazine. From the beginning, our state, county, and local governments have been strong supporters of the fintech industry.

FinTech Atlanta and our member organizations have worked closely with founding partner, American Transaction Processors Coalition (ATPC) to stay connected with elected officials, educating them on our industry's economic impact and advocating for positive legislation for our industry. In March 2022, our fintech contingency held a Payments 101 session for the Georgia Senate Banking Committee which will be conducted again in 2023 to educate the more than 50 new members of Georgia's General Assembly. ATPC was successful in navigating the legislature last session and will continue to build on that in 2023 with new leadership in both the House & Senate chambers.

Additional highlights include:

Monitored state privacy legislation and continue to monitor for other harmful proposals to the processors' industry

Followed emerging trends in the cybersecurity and fintech space related to workforce challenges

Cultivated relationships with lawmakers who are natural champions on the ATPC policy priorities and will look for future opportunities to elevate members

Further, FinTech Atlanta, joined by the ATPC, Georgia Chamber, and Metro Atlanta Chamber, sent a letter to the Georgia Congressional Delegation encouraging their support for investment from Congress in the manufacturing of semiconductors domestically. In July 2022, Congress passed the CHIPS and Science act which directed approximately \$90 billion towards domestic semiconductor manufacturing.

“Atlanta is well positioned because it now has a strong cadre of startup graduates that serve as investors and mentors, a base of corporate giants that will become clients and acquirers for smaller innovators and growing sense of place around locations like Tech Square, Ponce City Market and the Atlanta Tech Village in Buckhead.”



Oliver Burns
FinTech Atlanta Vice Chair

Fintech Atlanta Board Members



FinTech Atlanta Leaders

FinTech Atlanta Executive Committee



Charles Freund

CFO, Fullsteam
FTA Chair - FTA Run it By the Buyers
Executive Sponsor



Oliver Burns

FTA Vice-Chair - FTA GenNext Insights
Executive Sponsor



Keith Hartford

President, WNA Ltd
FTA Tap the Accelerator
Executive Sponsor



Christopher Justice

President & CEO
Pavilion Payments



Joe Radest

Co-Founder & COO, FP Omni
Technologies, Inc.



West Richards

Executive Director, American Transaction
Processors Coalition



Nandan Sheth

CEO & Board Director, Splitit
FTA Ambassadors Director



Grant Wainscott

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



Larry Williams

President & CEO, Technology Association
of Georgia

FinTech Atlanta Program Directors

GenNext Insights



Bob Trotter

Executive Partner at Gartner
Adjunct Professor at University
of Georgia

Run it by the Buyers



Steve Hassett

Hassett Advisors

FinTech Atlanta Ambassadors



Nandan Sheth

Chief Executive Officer
& Board Director
Splitit



Ali Raza

Director – Payments, Cards & Fintech
Protiviti

Tap the Accelerator



Wally Mlynarski

Head of Product – Merchant Services
Bank of America



Chris Stanley

SVP, Payments & Technology
Georgia Banking Company



Investing in the Cause

FinTech Atlanta would not be here without its 30 corporate representatives on our board and three organizing 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 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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