

CASE STUDY: VITAL4

FIGHTING FINANCIAL CRIME WITH AI-DRIVEN DATA

FinTech Atlanta Helps Vital4 Thrive



When Vital4 President Amy Barbieri co-founded the business with Kristin Stafford in 2016, they set out to solve common data challenges financial institutions face, including their ability to properly evaluate potential customers, employees, contractors, suppliers and depositors. Manual, legacy-based screening services were simply unable to keep up with the scale and rapid pace of information.

The pair formed Atlanta-based Vital4 to help financial service organizations maintain regulatory compliance and mitigate risk. The company's cloud-based platform is powered by proprietary machine learning technology that continuously builds and improves on its own database. Women-owned-and-led, Vital4 offers a globally accessible data-search-due-diligence solution supporting Know Your Customer (KYC), Foreign Corrupt Practices Act (FCPA) and UK Bribery Act-compliance screening.

In doing all of this, Vital4 delivers quality, up-to-the-minute data that helps institutions save time, money and mitigate risk with key stakeholders. But there's more to the story than technology alone – community helped Vital4 build momentum and turbocharge its growth.

Powerful program boosts budding entrepreneurs

Shortly after the company's inception, Vital4 got a boost by serving as one of FinTech Atlanta's first Run It by the Buyers participants. This helped Vital4 get its solutions front and center with potential customers in a collaborative, facilitated environment.

Run it by the Buyers brings together large, Georgia-based corporations (buyers) and early/growth-stage FinTechs (sellers) to foster commercial collaboration and industry growth. Sellers

are given the opportunity to present their solutions in the hopes of securing future customers and other commercial opportunities. Many of these startups have gone on to raise millions of dollars.

Barbieri said the program was so helpful when Vital4 launched, she joined FinTech Atlanta, where she now serves as a member of its board of directors.

Better together in the FinTech ecosystem

FinTech Atlanta is a coalition of companies and organizations collaborating to advance Atlanta as the global capital of



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financial technology. But it's not alone. The organization joins forces with others in Atlanta's FinTech ecosystem to amplify that impact.

Vital4 experienced this approach first-hand. Through its engagement with FinTech Atlanta, Vital4 was also connected with the Technology Association of Georgia (TAG) and [Metro Atlanta Chamber](#), both of which have supported Vital4's growth and ecosystem awareness.

Specifically, Vital4 has been honored by TAG several times as one of its Top 40 Innovative Companies at the nonprofit's annual Georgia Technology Summit. In 2022, Vital4 was recognized as one of the top 10 Most Innovative Technology companies in Georgia. They were also a finalist for a TAG FinTech Advance Award at FinTech South. Barbieri has also joined the Metro Atlanta Chamber and FinTech Atlanta to serve as part of the Georgia delegation to Money 20/20 Europe, a cornerstone event for financial services organizations.

Vital4 was also selected by the Metro Atlanta Chamber for its 2021 Backed by Atlanta cohort a select group of middle-market companies poised for rapid growth to assist in fueling their economic impact across the metro Atlanta region.

A place FinTech calls home

Known as Transaction Alley, Atlanta is the place to be for Vital4. The abundance of financial institutions and FinTechs with operations in the city helps Vital4 make critical connections and stay ahead of the competition.

Likewise, through the Georgia FinTech Academy, Vital4 is able to connect with a wide range of talented young professionals looking to make their mark on the industry. The Academy is a

"Joining FinTech Atlanta and its partners as a member of the Georgia delegation was a great benefit for us... Sharing a booth alleviated some of the heavy lifting of setting up at such a prestigious event, and also helped a smaller startup like Vital4 stand out at such a crowded show."

Amy Barbieri
President & Co-founder

collaboration between FinTech industry leaders and the state's university system to equip future innovators and financial service professionals.

As Barbieri and Vital4 continue to establish their position as ecosystem leaders, the two are also joining forces with FinTech Atlanta to share Atlanta's position as an international hub for financial services and technology innovation. Through the FinTech Atlanta Ambassador Program, Barbieri is connecting with local and international stakeholders to ensure Atlanta is top-of-mind when they think about financial technology. In 2022 alone, the Ambassador Program welcomed eight foreign representatives and trade delegations to showcase Metro Atlanta's FinTech industry story and strengths.

For more information on the role you can play in FinTech Atlanta, contact us at getintouch@fintechatlanta.org.

About FinTech Atlanta

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. To learn how metro Atlanta and Georgia's FinTech ecosystem is driving \$49 billion in annual revenue, visit www.fintechatlanta.org.