RUN IT BY THE BUYERS

Fostering commercial collaboration between promising FinTech companies and large corporations in Atlanta

The Program

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

Several times each year, we invite six Sellers to pitch their business, products, and solutions to a panel of Buyers for immediate feedback and opportunity for follow-up discussions. This allows seasoned fintech Buyers to provide suggestions for improvement and allows Sellers to gain invaluable input to help them succeed.

Since 2022, we've opened the events to the wider fintech ecosystem, which gives attendees the chance to network while learning about key industry trends, opportunities, and challenges.

Why RIBTB?

FinTech Atlanta is committed to sustaining the "Entrepreneurial Virtuous Cycle" with a focus on helping innovators establish Product-Market fit more efficiently and effectively with the help of larger corporations in their role as eventual customers and partners.

We've brought the ecosystem together for 14 RIBTB gatherings since 2017, all of which led to critical connections, new business opportunities, and partnerships.

Even more impressive, the 83 participating startups have since gone on to raise more than $2 billion following their initial RIBTB presentations.

Join the Fun

We are always on the hunt for new Buyers or Sellers looking to get involved with our program. If you're interested in joining the fun, please visit fintechatlanta.org/ribtb

Please contact Ania Lackey at alackey@fintechatlanta.org for more information

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