

FINTECH

THE NATION'S FINTECH LEADER



Come Grow with Us

Georgia offers a wealth of business advantages, including a well-trained tech workforce, collaborative professional network and outstanding quality of life.

#1 State for Doing Business (for ninth consecutive year)

Area Development, 2022

#3 City for STEM professionals

WalletHub, "Best & Worst Metro Areas for STEM Professionals," January 2021

6 of the 10 largest U.S payment processing firms are Georgia-based

Flanders Investment & Trade, "Fintech Georgia Market Report," January 2021

**In 2020, over 5,000 IT bachelor's degrees,
and more than 2,500 masters degrees were awarded
by Georgia's colleges and universities**

JobsEQ 2021

One of the top 10 Tech Talent markets in the nation

CBRE, "Scoring Tech Talent," 2021

#6 metro with the most IT graduates

Computer Science Degree Hub, 2021

Metro Atlanta is ranked #2 for Quality of Engineering Universities

WalletHub, "Best & Worst Metro Areas for STEM Professionals, 2021

Fintech

One of Georgia's fastest-growing industries is financial technology, or fintech. More than 70% of all credit card swipes, debit card payments and gift card purchase go through Georgia-based companies, earning the region the nickname "Transaction Alley."

The industry extends far beyond payment processing and includes significant investments in other sub-clusters including blockchain and cryptocurrency, financial markets, insurtech and reinsurance, credit and risk, loyalty and affinity programs, wealth management, and much more. Atlanta is also home to ICE, owner of the New York Stock Exchange. The fintech industry is supported by metro Atlanta's deep assets in artificial intelligence, machine learning and big data.

210

**Fintech Companies
in Georgia**

42K+

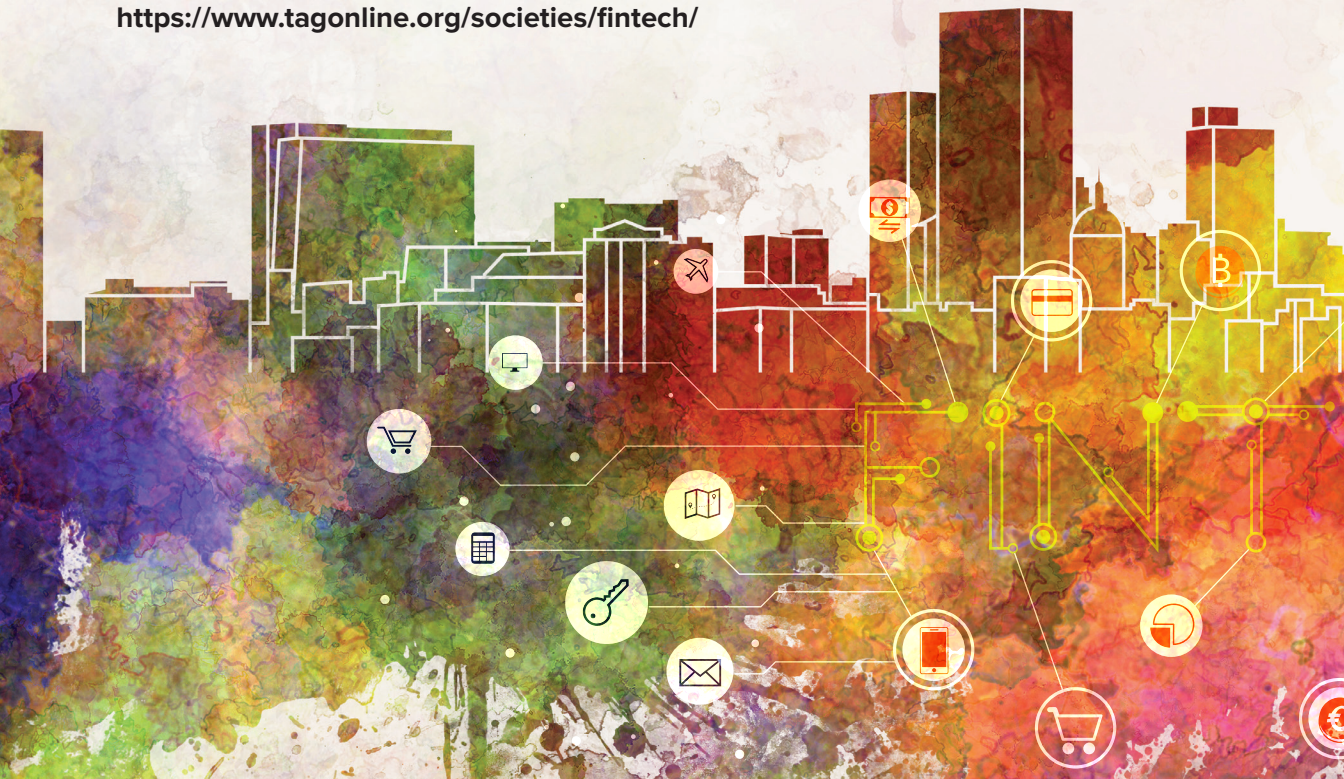
**Employees
Statewide**

\$74.3B

**Combined Revenues
of Top 10 Fintech
Public Companies**

Source:

<https://www.tagonline.org/societies/fintech/>



Spotlight: Georgia Fintech Academy

Sustaining strong industry growth requires skilled workers. Recognizing that, in 2018 the leaders from several top fintech companies asked the University System of Georgia Board of Regents to collaborate on creating an educational initiative focused on preparing diverse students for careers in fintech.

Today 23 institutions, including Georgia State University, Kennesaw State University, and University of Georgia, participate in the program every semester. The students take part in classes, events and projects to prepare for jobs in the fintech industry.

With the Fintech Academy, Georgia leads the U.S. in bringing the most diverse set of students into the fintech workplace.



Supporting Industry Growth

School & Academic Programs

The metro Atlanta area is home to 97 higher education institutions, including 54 two- and four-year colleges that enroll over 330,000 students.

Source: National Center for Education Statistics, JobsEQ, 2021

Industry Partners

- American Transaction Processors Coalition
- FinTech Atlanta
- Georgia Fintech Academy
- Technology Association of Georgia (TAG)

Leading Companies

- Bakkt
- Bitpay
- Cardlytics
- Deluxe
- Equifax
- FIS
- Fiserv
- Fleetcor
- Global Payments
- Greenlight Financial Technology
- ICE
- InComm Payments
- LexisNexis
- NCR Corporation

Incubators and Accelerators

- Advanced Technology Development Center (ATDC)
- Ascend Atlanta*
- Atlanta Blockchain Center
- Atlanta Tech Park
- Atlanta Tech Village
- Atlanta Ventures
- Equifax “GA Tech Financial Services Innovation Lab”
- InComm Go Studio
- Invesco Innovation Labs
- NCR Innovation Lab
- Russell Innovation Center for Entrepreneurship*
- Sage Software HQ
- Tech Alpharetta
- TechSquare Labs
- Techstars Atlanta
- TiE Atlanta
- Truist Innovation and Technology Center

*Focused on minority entrepreneurs

Metro Atlanta Chamber

Here to Help

The Economic Development Division of the Metro Atlanta Chamber (MAC) has a full complement of resources to recruit, retain and expand quality companies and jobs. Our team leverages industry expertise to strategically connect companies to potential customers, capital sources, colleges and universities, and conference opportunities, as well as helping to provide community exposure.

For customized, complimentary, and confidential assistance to companies considering expansion in or relocation to the metro Atlanta area, call or visit metroatlantachamber.com.



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