



**WHY ATLANTA**

- International access from the world’s most traveled airport – Hartsfield-Jackson Atlanta International Airport
- Global representation with 81 consular & trade offices, 34 bi-national chambers of commerce
- #3 city with the most FORTUNE 500 Headquarters
- Technology powerhouse with 14,000+ tech establishments and 189,000+ technology workers
- Entrepreneurial hub for more than 1,000 tech startups
- Georgia named #1 State for *Doing Business* by Area Development and #1 State for *Business Climate* by Site Selection Magazine

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

The industry is so important to the region that the Metro Atlanta Chamber (MAC), American Transaction Processors Coalition (ATPC), and the Technology Association of Georgia (TAG) were commissioned to launch a FinTech Task Force to not only support the existing ecosystem, but also to attract and grow new jobs and investment, ensure a skilled workforce is ready for decades to come, and promote continued innovation that will help shape the future of the industry.



**FINTECH HUB**

- Georgia FinTech companies generate annual revenues of more than \$72 billion, placing third in the nation.
- Georgia companies employ more than 10,000 network and computer system engineers.
- Roughly 100 FinTech companies are headquartered or have a significant presence in Georgia. Six of the ten largest US payment processing firms are Georgia-based.
- Georgia FinTech organization employ more than 30,000 professionals in the state and over 130,000 globally.
- Georgia FinTech companies process over 118 billion transactions per year representing over \$2 trillion of purchase volume each year, supporting nearly 4 million merchants.

----- **KEY STATS** -----

- Metro Atlanta is home to 70 colleges and universities with more than 275,000 students enrolled.
- Georgia Tech’s graduate program in Computer Engineering is ranked 6th nationally.
- Georgia Tech has top tier Quantitative & Computational Finance and Business Analytics programs.
- Kennesaw State University offers a PhD in Analytics & Data Science, four Master of Science Applied Statistics, and online certificates in Applied Statistics.
- Atlanta-based American Transaction Processors Coalition (ATPC) represents the more than 70 Georgia-based companies that develop the products and provide resources supporting the financial service industry’s technology needs.
- The Metro Atlanta Chamber, ATPC and the Technology Association of Georgia (TAG) recently launched the Fintech Atlanta Task Force to help develop Atlanta as the recognized Global Center for Financial Technology.
- 70 percent of all U.S. payments are processed through Georgia
- Payment processing companies employ nearly 40,000 workers in metro Atlanta with more than 250,000 people working in finance-related occupations, according to the American Transaction Processors Coalition. There are an additional 105,000 people around the world on the payroll of these Georgia companies, giving to the nickname “Transaction Alley.”



Georgia has been a payments and banking hub for decades, and the state is home to some of the largest financial technology firms in the world. Many of the following companies have experienced significant growth in the last several years, expanding operations and adding thousands of jobs:

- Intercontinental Exchange (ICE)
- Ingenico
- Sage Software
- LexisNexis
- Cardlytics
- FirstData
- Global Payments
- Fiserv
- NCR
- TSYS
- FIS
- Worldpay US
- InComm
- Equifax
- Elavon
- Paymetric
- SunGard

## COMPANIES MAKING A MARK

- **Kabbage** has funded over 50,000 SMBs around the world to the tune of \$1 billion since 2011. Kabbage offers a fully-automated, online lending platform designed to support continuous customer data monitoring.
- **FirstData's** SourceConnect SM technology enables an NFC-enabled mobile device into a secure wallet. Smart phones can handle everything from credit to debit card-based mobile payments to loyalty programs and coupons.
- **GroundFloor** is a peer-to-peer micro-lending platform for funding US real estate deals, open to non-accredited investors, with short-term secured loans backed by real estate. GroundFloor recently raised \$5 million in Series A funding and became the nation's first business to gain federal approval for multi-state crowdfunding, building on an innovative Georgia state law.
- The largest Bitcoin payment processor in the world, **Bitpay** serves more than 60,000 merchants on six continents.

## GROWING THE NEXT FINTECH COMPANIES

- Georgia Tech's ATDC FinTech Accelerator program, sponsored by Worldpay, works with twenty early state FinTech companies to help them with connections to coaching, capital, customers, and campus resources and talent. (Source: ATDC)
- TAG's FinTech Georgia Annual Conference in February attracts thought leaders from around the country each year.
- The Georgia Department of Economic Development launched a Center of Innovation for Information Technology as a key resource for helping Georgia's information technology companies grow and compete globally. The center provides business and technology development assistance and access to top-notch research at Georgia colleges and universities.