



Quarterly Newsletter

FTA Updates

New Board Members

We're pleased to welcome two new board members to FinTech Atlanta – Jamie Clarke, Vice President, Partnerships at Highline and Amanda Parrilli, SVP and Chief of Strategy, Transformation and Business Development at Deluxe. We look forward to getting them introduced to the group at our board meeting on August 31st!



Amanda Parrilli,
SVP and Chief of Strategy,
Transformation and Business
Development,
Deluxe



Jamie Clarke
Vice President, Partnerships,
Highline

Marketing

We want to extend a huge thank you to board member Mike Neumeier and his team at Arketi for helping us with our marketing efforts. We're pleased to share that we'll be launching our new branding, website, and marketing collateral in early Fall. Stay tuned and be sure to follow our [LinkedIn](#) page for updates.

Upcoming Events

- August 31 at 4:30 pm: Q3 Board Meeting
- September 15: [Run it by the Buyers](#)
- October 23-26: Money 2020 USA (Las Vegas)
- November 9: Q4 Board Meeting
- Fall Student Summit - Date to be announced

Fintech South Recap



FTA was proud to support TAG's Fintech South event in June. We participated as an ADVANCE Awards Silver Sponsor and Corporate Sponsor, which provided 30 passes to students and professors from Georgia colleges and universities.

One of our favorite parts of the event was capturing interviews from the region's fintech community at our remote digital studio. With over 100 speakers, six mainstage conversations, and nine deep track sessions, this was without a doubt the premiere event to bring together the fintech ecosystem from Georgia and beyond.

As a takeaway, TAG released their 2022 Georgia Fintech Ecosystem Report which can be found [here](#).

If you weren't able to make it, you can find a video recap [here](#).



Larry Williams, TAG and Grant Wainscott, MAC talk about fintech in Georgia at FinTech South

Innovate Updates

Run it by the Buyers Recap



The Innovate Work Group hosted their 10th successful Run it by the Buyers (RIBTB) on May 19th with over 65 people in attendance at The Home Depot. The event was followed by a lively reception sponsored by Exensis HR at Meehan's Public House. Five companies presented, four from Atlanta and one from Birmingham: Capital on Tap, Pidgin, Quantalytix, Sunday, and Cloverly. Additionally, two past presenters provided updates: Moov and VIVA Finance.

Buyers included senior representatives from Atlantic Capital Bank, BlackRock, Deluxe, FLEETCOR, The Home Depot, InComm, Regions Bank, UPS, and Wells Fargo. They drove robust Q&A dialog following each presentation. During the networking sessions, several follow-up meetings were set between Buyers and Sellers. We look forward to following their progress.

Upcoming RIBTB Events

9/15/22 at Comcast - Register [Here](#)
& 2/22/23 at TBD

Volunteer Asks

- Nominate Buyers and Sellers
- Suggest future topics
- Volunteer to mentor

Contact: hchampagne@fintechatlanta.org



The Entrepreneurial Virtuous Cycle



More than \$1.5 billion raised by the 55 past presenting companies following their initial RIBTB presentations.

Mentorship Program

We're working with the FinTech Atlanta Board of Directors to design a mentorship program with the goal of helping mentees with commercialization. If you are interested in participating either as mentor or mentee, please reach out to Hillery Champagne at hchampagne@fintechatlanta.org

Talent Updates

Gartner Event Recap

On August 16th, FinTech Atlanta hosted another event in our Gartner Education Series entitled, "Engaging Clients through End-to-End Experience," at Atlanta Tech Village, followed by a reception sponsored by Splitit.



Jason Malo, Gartner

The program was presented virtually by Jason Malo who supports banking and financial services clients on multichannel customer engagement, cloud computing strategy, artificial intelligence (AI) applications and best practices, the impact of neobanks on the global banking markets, and a strategic approach to data management.

Jason facilitated an insightful conversation about how to keep clients engaged from beginning to end, including which channels are the most beneficial to customer service. The program was wrapped up with a Q&A, along with a networking reception sponsored by Splitit.

Thank you to everyone that attended, and especially to our sponsor, Splitit!



Jane Elliott, FTA Chair, kicks off the program



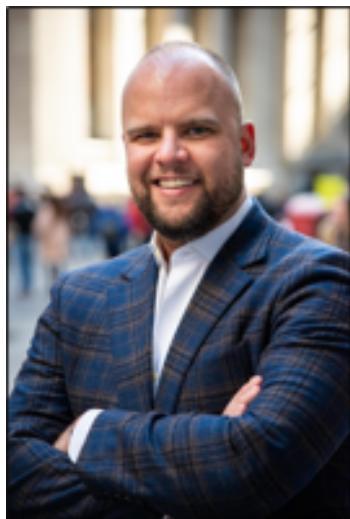
Partner Updates



New FinTech Catalyst at the Advanced Technology Development Center

Robert Daniel has joined ATDC as their new FinTech Catalyst. In this role, he will manage the ATDC FinTech program, provide incubation and acceleration efforts to portfolio companies, and foster their development and encourage growth. He will also manage and cultivate ATDC relationships with investors, prospective business partners, CEOs, and community technology leaders to promote market outreach and business development in the FinTech ecosystem.

Robert is an accomplished executive in financial services, management consulting, hedge funds, payment operations, wealth management, and FinTech. Before joining ATDC, he facilitated peer-to-peer sessions with leading companies in the banking, payments, and FinTech space to uncover best practices in their operations, compliance, risk, and fraud units. He looks forward to bringing this knowledge and network to help support the growing companies at ATDC.



Robert received his Bachelor of Science in Management at the Georgia Institute of Technology and is an MBA candidate at Tech's Scheller College of Business for the class of 2022.

Visa Partners with ATDC on Fintech



The Georgia Institute of Technology's Advanced Technology Development Center (ATDC) announced a new three-year financial commitment by Visa, the world leader in digital payments, to further accelerate innovation across financial and payments technologies (FinTech).

ATDC, the state of Georgia's technology incubator, works with entrepreneurs to build and scale successful technology companies. Its FinTech program, launched in 2015, has focused on building and growing FinTech companies in Georgia. Since its launch, the program has evaluated more than 250 startups, has 25 companies in its current portfolio, and produced one unicorn, Greenlight, a 2018 ATDC graduate now valued at more than \$2 billion.

Visa's financial sponsorship and leadership in the FinTech category will allow for continued growth and startup support for entrepreneurs in the program. As part of the sponsorship, Visa executives will mentor program participants and create connections to maximize opportunities to bring their FinTech innovations to Visa and its partner network.

Partner Updates



ATPC Launches 2022 Future Leaders Class

The ATPC launched the Future Leaders class for 2022 June 7th and 8th with a course on the payments processing industry. The participants learned about the payments ecosystem and how they fit in it in their roles. Further, the course discussed critical issues for the industry including: digital transformation, financial inclusion, cryptocurrency, government affairs, and acceptance trends. Guest speakers included:

- Jamie Walker, CEO at Elavon
- Adam Brault, SVP, Financial Services at InComm
- Rob Morris, SVP, Business Development, Fiserv
- David Schneider, President of PULSE at Discover
- Andrea Blinkhorn, Director Americas Public Policy at FIS
- Jamie Yeagar, Vice President Business Development at Incomm
- Tom Worrall, Founding Partner, Whitmer and Worrall
- Joel Henckel, SVP, US Market Acceptance at Mastercard

The ATPC Future Leaders program identifies and educates rising professionals primed to lead the payments processing industry across technological, institutional, business development and workforce portfolios. This year-long program is comprised of multiple networking and educational activities to enhance future success of ATPC member and sponsor company professionals.



ATPC Q2 2022 Board Meeting

The ATPC's Q2 2022 Board of Directors meeting was on Tuesday, June 7th, at the Discover offices in Chicago, IL. The ATPC Board discussed critical issues for the industry such as cryptocurrency, cybersecurity, ESG, and state government relations. The meeting was keynoted by a panel of Illinois state legislators including: Rep. Dagmara "Dee" Avelar (D-Aurora); Rep. Margaret Croke (D-Chicago); and Rep. Edgar Gonzalez Jr. (D-Chicago). Additional speakers included:

- Matt Johanson, SVP Social Impact & Chief ESG Officer, Discover
- Gabriel Benincasa, Partner, Holland & Knight

The ATPC Board convened for a reception that evening at Smith & Wollensky Steakhouse, with guests from the Illinois General Assembly.

ATPC Staff Updates

The ATPC is excited to announce two promotions within the team. Michael Mills will now be serving as ATPC's Chief Operating Officer and directly supporting West in leading and managing the organization. Patrick Greer has been promoted to Policy Director and will be establishing a permanent ATPC staff presence in Washington, DC, where he will be supporting both federal and state government relations efforts.

Partner Updates



**GEORGIA
FINTECH
ACADEMY**
UNIVERSITY SYSTEM OF GEORGIA

Executive Director Position

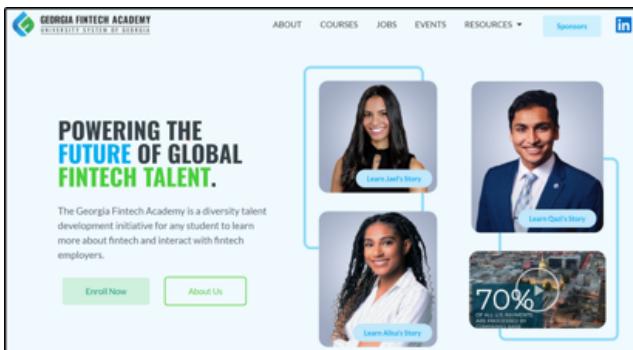
The Georgia Fintech Academy is beginning the search for a new Executive Director. [Read more here.](#)

Please send candidates to Tommy Marshall at tommy_marshall@usg.edu

New Website

Check out our new website!

<https://georgiafintechacademy.org/>



Key Messages

- Enrollments for the Fall semester are looking great!
- Data is in and the Georgia Fintech Academy placed over 700 students into jobs in the 12 months ended June 1, 2022 - this brings placement total over 3 years to 1,600 students into fintech jobs!

Save the Date: Fintech and the Path to a More Inclusive Economy

The FTA Board Meeting will be on Wednesday August 31st, from 4:30 - 6:00pm. Don't forget to check out the Georgia Fintech Academy's program immediately following!



Wednesday, August 31 | 6:30-8:30PM
@ GA State University's College of Law
Auditorium
85 Park Place NE, Atlanta, GA

Join Georgia State University's J. Mack Robinson College of Business and the Georgia FinTech Academy as we gather to converse with Dr. Raphael W. Bostic, President and Chief Executive Officer of the Federal Reserve Bank of Atlanta.

Partner Updates



Money 20/20 Recap

Money20/20 Europe welcomed over 6,000 attendees representing over 1,900 companies with the who's who of Payments, Banking, Fintech and Financial Services. FinTech Atlanta and the Metro Atlanta Chamber, along with partners Georgia Department of Economic Development and Georgia Power attended the show with the goal of promoting our fintech ecosystem globally and supporting Georgia companies at the show. In fact, we had five exhibiting companies in the Georgia booth including: DataSeers, TrustStamp, UL, Vital4, and FilmHedge. Additionally, two Georgia companies were represented on the conference mainstage:

- TrustStamp: What do we need to build and enable the economy of the metaverse?
Garrett Gener, CEO & Founder, TrustStamp
- FilmHedge: Fintech Goes to the Movies: Funding Creative Projects with Embedded Finance with Jon Gosier, CEO, FilmHedge and Grant Wainscott, VP Ecosystems, MAC



The Georgia Booth

Highlights from the Week

- The MAC and FTA team interviewed over 40 individuals, capturing around 32 unique pieces of content using a mobile content studio. These sessions highlighted our booth companies, partners, Georgia speakers, and major FinTech players, serving as a great source of evergreen content for our social channels. In fact, through posting this content and spreading the word about FinTech Atlanta, FinTech Atlanta's LinkedIn gained 105 followers during the week we were in Amsterdam.
- MAC hosted a 40+ person Georgia Delegation Welcome Happy Hour on Monday night at the Zoku Living Kitchen & Co-Working Space. Our partners, FTA and Georgia Power, both had speaking opportunities
- After huge success with in-booth happy hours in 2021, we brought this series back in 2022. Our first happy hour closed out Conference Day #1 and was co-hosted by FinTech Atlanta and London & Partners. Throughout the event, we had over 175 visitors to our booth.



Jon Gosier and Grant Wainscott on stage at Money 20/20 Amsterdam

Partner Updates



Money 20/20 Highlights Continued

- Day #2 ended with our annual VIP partner boat party co-hosted with Payments & Cards Network and Volt, both Amsterdam companies that we work with annually. We had 150 high-level attendees on two luxury canal boats with drinks and snacks. The boat picked up from the venue, providing an opportunity for networking aboard en route to the M20/20 Street party.
- Our Closing Day in-booth happy hour highlighted metro Atlanta as the US Transaction Alley. We hosted over 200 individuals throughout the event.



**Join the Georgia Delegation at
Money 20/20 Las Vegas October 24-26**
Email hchampagne@fintechatlanta.org

Insights on Leadership with Barry McCarthy:

- Deluxe hosted MAC's Delta Leadership Series at their Innovation Center on June 23rd where Barry McCarthy, President & CEO of Deluxe and FTA's inaugural chair, presented about their legacy and transformation. He also spoke about the FinTech ecosystem in the region and how critical it is that we continue to tell our story and not take our position for granted.

Belgian Event

- MAC and FTA worked with hub.brussels to host an event bringing together the Atlanta fintech community and a Belgian delegation of fintechs at Alston & Bird on June 6th. Bob Trotter, FinTech Atlanta Talent Work Group Lead, presented about FinTech Atlanta to the group, and Atlanta Fintechs, BitPay, DataSeers, and Unbanked joined panel discussions.

Berlin Event

- MAC and FTA participated in the "Made in Berlin" meets Atlanta Startup Pitch event put on by the Berlin Finance Initiative on July 6th. Ellen Kraft from the Georgia Department of Economic Development and Grant Wainscott, from MAC, were in Berlin for the live experience, while Hillary Champagne, from FinTech Atlanta, participated virtually. They represented the region in a panel discussion and served as judges for the pitch competition. Berlin is planning to bring a delegation to Atlanta on October 31st. More details to come!

Announcements

- Vital4 and Featurespace Partner to Provide Enhanced Watchlist Screening: Read [here](#)
- Splitit shifts global HQ to Atlanta: Read [here](#)
- Global Payments enters agreement to purchase EVO. Read [here](#)
- DataBank Completes Expansion of Third Atlanta Market Data Center. Read [here](#)
- More than 700 new tech colleagues to join McKinsey in Atlanta. Read [here](#)

Partner Updates



Workforce and Talent

At TAG, workforce and talent is a top priority this year.

Please learn more about ways to [help close the tech talent gap](#).

Pathways to Leadership provides a unique opportunity for ambitious young professionals to learn directly from industry experts and executives. This program doubles as a valuable learning experience and a diverse networking opportunity. Applications are open through May 31, 2022.

FinTech Society Activities

TAG Fintech Society Presents:

Ecosystem Report – Deep Dive
Tuesday, August 30, 2022
11:30 AM – 1:00 PM
[Register Here](#)

Welcome to Atlanta Mixer
Wednesday, September 28, 2022
Evening Event

Event at Deluxe Innovation Center
Tuesday, November 8, 2022
Evening Event

<https://members.tagonline.org/calendar>

Upcoming Events



On December 1st, TAG is hosting [CONVERGE](#) is a summit for dialogue and education that focuses on Diversity, Equity and Inclusion and Workforce Development issues we are facing in the technology community. The event will highlight trailblazers who are creating a powerful ethos across the technology community to keep companies globally competitive and to foster the next generation that will drive innovation and Georgia's economy.

Save the Date!

TAG Technology Awards
February 1, 2023

Georgia Technology Summit
May 3, 2023

TAGit
June, 2023
TPC Sugarloft

Fintech South
September, 2023

Converge
December 1, 2023
High Museum of Art