



The 50 Best Fintech Innovators Report



Introduction

Dear reader,

We are happy to present to you the inaugural '50 Best Fintech Innovators' report.

A collaborative effort between AWI, KPMG Australia and the Financial Services Council (FSC), the report provides deep analysis of the rapidly evolving fintech industry worldwide and identifies the global '50 Best' performers.

The '50 Best' companies are those using technology to the best advantage and driving disruption within the financial services industry. These companies have a commitment to excellence and a superior customer experience and a demonstrated ability to do one thing in a market better than anyone else.

Why fintech? And what does it mean to the financial services industry?

Global fintech financing has more than trebled in the past three years to an estimated US\$3 billion annually – and the level of innovation in the financial services sector has been unprecedented over the past 12 months. The level of spend and intensity of focus will – and already has – led to the development and release of products and solutions that will change the way customers view and interact with their financial services providers – forever.

In an industry that will soon be irrevocably changed by the disruptive effect of innovation, the companies doing fintech best are the most likely to succeed. Already, some of the world's major financial centres are equally becoming known as centres of fintech innovation: London and New York, for example. Fintech activity is also offering major opportunities for other financial centres, including Sydney.

So there's never been a better time to be aware of fintech – and especially, who is doing it best.

We've selected the '50 Best' innovators following extensive global research and analysis based on data relating to four factors:

- total capital raised
- rate of capital raising
- degree of sub industry disruption
- degree of product, service, customer experience and business model innovation (a subjective ranking from each member of the judging panel).

These assessment criteria reflect the fact that venture capital invested is a relevant measure of innovation which in turn fuels enduring competitive advantage. Venture capitalists seek this enduring competitive advantage over and above anything else.

The companies named in this report all take a well-deserved position as the '50 Best'. However there are many other exciting and creative fintech companies around the world. Our intention is that as the fintech industry continues to evolve, future iterations of this report will see it become a register not just of the '50 Best' innovators, but of all fintech companies.

I encourage you to visit www.fintechinnovators.com to find out more.

Yours faithfully,



Ben Heap
CEO, AWI Limited

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About the list

The 50 Best Fintech Innovators report is a collaborative effort between AWI, KPMG Australia and the FSC and analyses the global fintech space. The report highlights those companies globally that are taking advantage of technology and driving disruption within the financial services industry.

The process for selecting the top 50 innovators involved a universal search for innovative fintech companies to create a comprehensive list that was then ranked based on 4 factors: total capital raised, rate of capital raising, location and degree of sub industry disruption and the judging panel's subjective rating of the degree of product, service, customer experience and business model innovation. A formula was then used to combine this data and determine the overall ranking.

AWI Ventures

AWI Ventures, the venture capital arm of AWI, invests in early stage fintech businesses. AWI Ventures is an investor in Stockspot (page 49) and Selfweath (page 61). As well as investing in early stage digital and disruptive businesses, AWI Ventures has established Australia's first and only Fintech Accelerator, and one of the first in the world.



At A Glance

Tagline:

Clients trust Wealthfront to manage over \$1 billion of their assets

Located:

Palo Alto, CA, USA

Year Founded:

2011

Key People:

Daniel Carroll, Adam Nash and Andy Rachleff

Website:

www.wealthfront.com

Staff:



Size:



Specialisation:

Funds management

Company description

Based on your finances, investment goals, and risk tolerance, Wealthfront determines how to allocate your money across low-cost index exchange traded funds that invest in stocks, bonds and commodities around the globe. It continues to monitor and automatically rebalance your portfolio to maintain the target allocation.

For accounts with between \$5,000 and \$10,000, its advice and management services are free. For accounts with more than \$10,000, Wealthfront charges an annual fee of 0.25%, and includes a service to help minimize an investor's capital gains tax liability.

Sub-industry disruption

WealthFront offers online automated investment services that automatically readjust investor's portfolios asset weighting in different classes for a comparatively low fee.

“ We've all seen the Wolf of Wall Street. We'd love to see a world where individuals aren't preyed on by sharks and parasites looking to enrich themselves by selling high-cost, inappropriate investments. ”

Adam Nash, CEO, Wealthfront



At A Glance

Tagline:

The world's fastest and easiest way to get funds to grow your small business.

Located:

Atlanta, GA, USA

Year Founded:

2009

Key People:

Kathryn Petralia, Rob Frohwein and Marc Gorlin

Website:

www.kabbage.com

Staff:



Size:



Specialisation:

Loans

Company description

Kabbage is a financial and data technology company that has radically changed the way small businesses can obtain capital.

Kabbage has become the number one online provider of working capital to small businesses in the United States and UK.

Kabbage's Data Context Engine connects to the data sources that small businesses already use every day -- such as shipping, accounting, social media, ecommerce, payments and others -- and leverages this data to deliver fast, flexible funding to small businesses.

Sub-industry disruption

Kabbage entered the small business financing market in 2009 in the wake of the GFC which dried up small business financing competitors.

It sets itself apart through its data context engine which uses previously unconventional data generated through business activity--such as seller channels, social media and shipping data--to evaluate small business loan applicants and provide fast, flexible funding.

Kabbage is able to make a loan within 7 minutes, whereas banks may take weeks.

“ Democratization Of Working Capital ”

Forbes



At A Glance

Tagline:

Stop picking stocks. Start picking ideas

Located:

San Mateo, CA, USA

Year Founded:

2012

Key People:

Hardeep Walia, Shane Mulron and Connie Kuhl

Website:

www.motifinvesting.com

Staff:



Size:



Specialisation:

Funds management

Company description

Motif Investing is an online broker that lets you invest in a world of big ideas.

This new way of investing allows the investor to act on his ideas, beliefs, and insights by turning them into a motif - an intelligently weighted basket of up to 30 stocks.

Motif allows investors to invest in pre-made portfolios called motifs based on economic, industrial and political trends or popular investing strategies.

Investors can also customize their own portfolio based on their risk tolerance and level of exposure to certain markets. Also unique is the innovative social platform enabling idea sharing.

Motif uses simple and straightforward tools, technology and fee structures.

Sub-industry disruption

Researching stocks is time-consuming and brokerage accounts are expensive.

Investors outsource to Fund Managers or obtain the help of advisors.

Some investors prefer to maintain stronger control/transparency and play an active/independent role in investing.

Several low cost, online, investing tools are available but investment options are limited.

Motif empowers investors with a low-cost solution that assists in turning specialized niche investment ideas into legitimate investments.

“ We are pleased to be an investor in Motif Investing, a company which is driving powerful innovations in the wealth management segment ”

Phil Di Iorio, CEO of J.P. Morgan Global Wealth Management



At A Glance

Tagline:

Simplifying Buying

Located:

Stockholm, Sweden

Year Founded:

2005

Key People:

Sebastian Siemiatkowski, Niklas Adalberth and Victor Jacobsson

Website:

www.klarna.com

Staff:



Size:



Specialisation:

Transactional services

Company description

Klarna is one of Europe’s leading providers of payment solutions for e-commerce.

Klarna separates buying from paying by allowing buyers to pay for ordered goods after receiving them, providing them with a safe after-delivery payment solution.

Klarna also assumes all credit and fraud risk for e-stores, providing assurance to sellers that they will always receive payment.

Klarna’s vision is to enable trust and to offer a frictionless buying experience to buyers and sellers across the world.

Sub-industry disruption

Klarna’s primary selling point is that it allows consumers to buy goods in the same way as they do in bricks-and-mortar retailers - allowing them to see and feel their goods before purchase.

It does this by extending credit to shoppers and allowing them to pay after they receive their goods, allowing them to return goods before being charged.

Klarna also allows users to pay using “one click”, often requiring little more than an email address and password to process payments.

By making web payments faster and easier, Klarna claims merchants get a 20 to 30% increase in completed transactions with its products.

“ In an attempt to take on payments giant PayPal, Klarna provides a way for shoppers to enter as little information as possible - sometimes, just an e-mail address - to have goods ordered and delivered ”

Wall Street Journal



At A Glance

Tagline:

Making Commerce Easy

Located:

San Francisco, CA, USA

Year Founded:

2009

Key People:

Jack Dorsey, Jim McKelvey and Sarah Friar

Website:

www.squareup.com

Staff:



Size:

\$\$\$ \$\$

Specialisation:

Transactional services

Company description

Square, Inc. is a financial services, merchant services aggregator and mobile payments company.

The company markets several software and hardware products and services, including Square Register, Square Reader and Square Order

Using a free credit card reader on their iOS and Android device, Square Reader allows anyone to accept credit cards anywhere, anytime for a low transaction rate per swipe and no hidden fees.

Square Register is a full point-of-sale system that allows businesses to accept payments, manage items and share menu and location information.

Square Order lets people place orders for pickup from local businesses eg. shops and restaurants.

Sub-industry disruption

Square aims to simplify commerce through technology. Buying and selling should be simple.

Square Register allows individuals and merchants in the United States, Canada, and Japan to accept offline debit and credit cards on their iOS or Android smartphone or tablet computer.

The app supports manually entering the card details or swiping the card through the Square Reader, a small plastic device which plugs into the audio jack of a supported smartphone or tablet and reads the magnetic stripe.

On the iPad version of the Square Register app, the interface resembles a traditional cash register.

“ The Man Who Made the Cash Register Obsolete ”

Issie Lapowsky via Inc.com



At A Glance

Tagline:

Better Rates. Together.

Located:

San Francisco, CA, USA

Year Founded:

2006

Key People:

Renaud Laplanche, Scott Sanborn and Carrie Dolan

Website:

www.lendingclub.com

Staff:



Size:

\$\$\$ \$

Specialisation:

Retail banking

Company description

Lending Club is the world's largest peer-to-peer lending platform.

It operates a peer-to-peer lending website for personal loans.

The company assesses applicants' risk and lets investors lend directly to individuals or spread their money across a number of loans. Borrowers are charged an origination fee of 1%-5% (depending on credit risk) and creditors a service fee equal to 1% of the loan amount.






Sub-industry disruption

Lending Club offers online banking where investors lend directly to individuals.

Lending Club started with one simple mission: to create a more efficient, transparent and customer-friendly alternative to the traditional banking system that offers creditworthy borrowers lower interest rates and investors better returns.

“ Lending Club's platform has the potential to profoundly transform traditional banking over the next decade. ”

Larry Summers, 71st Secretary of the Treasury of the United States of America

 <p>Time in Business</p>	 <p>Location</p>	 <p>Personal Credit</p>	 <p>Annual Revenue</p>	 <p>Industry</p>
<p>1+ years in business</p>	<p>All 50 States</p>	<p>500+ Score</p>	<p>\$100,000+ in the past 12 months</p>	<p>Nearly 700 industries including restaurants, retailers and other service providers</p>

At A Glance

Tagline:

Business Loans Without The Hurdles

Located:

New York, USA

Year Founded:

2007

Key People:

Mitch Jacobs, Noah Breslow, James Hobson and Howard Katzenberg

Website:

www.ondeck.com

Staff:



Size:



Specialisation:

Loans

Company description

OnDeck provides loans to small business owners through its technology platform.

OnDeck’s innovative technology platform leverages electronic information including online banking and merchant processing data to identify the creditworthiness of small businesses in minutes.

The company’s technology platform leverages electronic information including online banking and merchant processing data to identify creditworthiness of business. It offers restaurant, dental, grocery store, inventory, business equipment, and cash flow loans.

The company also provides medical, restaurant, business expansion, and working capital financing services.

Sub-industry disruption

Small to Medium businesses (SMBs) don’t have finance departments or the experience that would generally make them attractive to lenders.

Access to capital for these businesses is difficult because banks treat business loans in the same way they do personal loans, using the business owner’s personal credit score as the main criteria in evaluating the business’ creditworthiness.

Treating SMBs as individual borrowers, as opposed to evaluating the credit potential of the business itself, often leads to rejection or owners only being able to raise a portion of the money they need to grow their business.

“ We invested in On Deck because we believe in the team’s game-changing vision, strong talent and disruptive technology ”

Karim Faris, general partner at Google Ventures



At A Glance

Tagline:

Unlock the Value from Your Personal Assets

Located:

London, UK and NY, USA

Year Founded:

2008

Key People:

Paul Aitkin, Jonathon Albright and Paul Aitkin

Website:

www.borro.com

Staff:**Size:****Specialisation:**

Loans

Company description

Borro is a UK-US online lender providing short term loans to clients in need of fast access to cash.

These loans are secured against collateral and personal assets such as fine arts, antiques, jewellery, luxury watches, prestige and classic cars, fine wine and more.

People may have valuable goods but not enough cash capital to make a certain investment, handle unexpected expenses, etc. Borro allows these individuals to do so. The process can be completed entirely online and finished within 24 hours.

Borro's typical clients include small business owners with capital issues, property developers and financial traders who see investment opportunities.

Sub-industry disruption

At a time when small firms continue to complain that banks are unwilling to lend, pawnbrokers across the UK are reporting rises in the number of business people requesting for short-term loans.

Borro says it has seen a 45% rise in small business customers over the past six months alone.

For the first three months of 2014 UK technology investment figures jump to 538 million pounds, up from 287 million pounds during the same period in 2013. The largest recipient during this period was Borro, which received funding of US\$112 million.

“ Pawn again: The rebirth of the high-street credit merchants ”

The Independent



At A Glance

Tagline:

Digital Lending

Located:

Hamburg, Germany

Year Founded:

2012

Key People:

Sebastian Diemer and
Alexander Graubnermüller

Website:

www.kreditech.com

Staff:



Size:

\$\$\$ \$\$

Specialisation:

Loans

Company description

Kreditech uses big data and complex machine-learning algorithms to serve a simple mission: make faster, better credit decisions.

Via its consumer platforms Kredito24 and Zaimo, individuals can apply online, mobile or via SMS and receive funds into their bank account, credit card or at an ATM in under 15 minutes.

Kreditech's technology identifies and scores individuals in seconds based on 15,000 dynamic data points.

Customers can apply for short or long-term loans and other financial products in seven countries worldwide.

Sub-industry disruption

Fast access to online loans to customers worldwide through its web and mobile services.

The service is backed by a sophisticated credit scoring process using the powers of machine learning algorithms and big data infrastructure.

Kreditech uses this technology to provide banking products to customers in emerging markets, where established banks lack traditional, historical credit bureau data.

“ We are delighted and proud not only to keep our investors' trust but also to have gained these new AAA investors. ”

Sebastian Diemer



At A Glance

Tagline:

Beautiful accounting software

Located:

Wellington, New Zealand

Year Founded:

2006

Key People:

Rod Drury, Chris Liddell, Ross Jenkins and Stuart Maclean

Website:

www.xero.com

Staff:



Size:



Specialisation:

Transactional services

Company description

Xero is the emerging leader in online accounting software, providing business owners with real-time visibility of their financial position in a way that's simple, smart and secure.

At its core Xero is an easy-to-use but powerful online accounting platform designed from the ground up for the cloud, not adapted from desktop software.

For advisors such as accountants and bookkeepers, Xero forges a trusted relationship with clients through online collaboration.

Sub-industry disruption

Xero is based on the principle that small businesses are highly sensitive to shifts in their balance sheet and cash flow.

Xero is SaaS (Software as a Service) software - it is accessible directly from the internet cloud through a standard browser.

Xero has a strong technology and database team and have built the world's most powerful accounting engine. This accounting engine offers strong audit controls and a powerful parallel business intelligence engine.

Xero should be compared more with SAP than Quickbooks - but designed and packaged to be easy for small business owners.

“ Kiwi Startup Does Impossible: Makes Accounting Fun ”

Andrew Ferrier, Forbes



At A Glance

Tagline:

Zero commission stock trading. Stop paying up to \$10 for every trade

Located:

Palo Alto, CA, USA

Year Founded:

2013

Key People:

Baiju Prafulkumarbhatt,
Co-Founder

Vladimir Tenev,
Co-Founder

Website:

www.robinhood.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Stock / commodities /
futures broking

Company description

Robinhood is a zero commission stock brokerage. You can place orders using Robinhood to buy and sell stocks, and your self-directed orders will receive the best possible trade execution (across all stock exchanges).

After graduating from Stanford, roommates Vladimir Tenev and Baiju Bhatt moved to New York, where they built high-frequency trading platforms for some of the largest financial institutions in the world. They began to realize that electronic trading firms pay effectively nothing to place trades in the market yet charge investors up to \$10 for each trade — and thus the idea for Robinhood was born.

Sub-industry disruption

The stock broking industry that was disrupted in the 1990s by the likes of E*TRADE is now being disrupted again by a new breed of online brokers that are using technology to drive down operating costs and take discounting to its logical conclusion (i.e. free trades).



At A Glance

Tagline:

We're Building A Better Financial World

Located:

London, UK

Year Founded:

2010

Key People:

James Meekings, SamHodges, Andrew Mullinger and SamirDesai

Website:

www.fundingcircle.com

Staff:



Size:



Specialisation:

Loans

Company description

Funding Circle provides a platform where investors can browse businesses that Funding Circle has credit assessed and approved for lending.

Once approved, businesses post their loan request on the Funding Circle marketplace.

Here, investors choose which type of businesses to lend to, and through an auction process, bid the amount of money they wish to lend, and the interest rate they want to earn.

Loan requests are typically made up of lots of investors each bidding small amounts on hundreds of different businesses to spread their risk.

Sub-industry disruption

Funding Circle is an online marketplace for business loans, where people and organisations can directly lend to small businesses.

Funding Circle was the first site to use the process of peer-to-peer lending for business funding in the UK, and now operates in both the UK and US markets.

As of 2014, Funding Circle has facilitated over £275 million in loans to small and medium sized firms.

“ I have been impressed with the growth of the company over the past four years, and believe there is a unique opportunity for marketplace lending to revolutionize access to finance for small businesses across the globe ”

Robert Steel, the CEO of Perella Weinberg Partners



At A Glance

Tagline:

Start accepting payments instantly

Located:

San Francisco, CA, USA

Year Founded:

2010

Key People:

John Collison and Patrick Collison

Website:

www.stripe.com

Staff:



Size:



Specialisation:

Transactional services

Company description

The Stripe Platform allows online businesses to accept payments direct to their bank accounts from a range of local and international cards, in more than 100 international currencies. A percentage fee is charged for each transaction.

Stripe is a developer-friendly way to accept payments online and in mobile apps.

Stripe process billions of dollars a year for thousands of companies of all sizes.

Sub-industry disruption

Stripe provides an electronic payments system that offers a convenient and low cost platform for companies to adopt.

“ Stripe’s partnerships with Apple and Twitter now catapult it onto a bigger stage, cementing its elite spot among Silicon Valley startups. ”

Bloomberg Businessweek



At A Glance

Tagline:

One Platform. Multiple Solutions.

Located:

Redwood City, CA, USA

Year Founded:

2009

Key People:

Anil Arora, Mike Armseby, Bill Parsons and Joseph Polverari

Website:

www.yodlee.com

Staff:



Size:

\$\$\$ \$ \$

Specialisation:

Research / data / information / education

Company description

Yodlee is a provider of financial applications that offers solutions for banks, entrepreneurs and individuals.

Its leading technology and applications platform powers dynamic innovation for digital financial services in the cloud.

Leveraging transaction data from over 12,500 global sources, the Yodlee Financial Cloud enables Financial Institutions and Consumer Internet Companies access to their SaaS platform for the rapid development of financial applications (FinApps).

As a Big Data practitioner, Yodlee also provides customers with data analytics and market research services to empower customer and market insights based on actual behaviors.

Sub-industry disruption

Banks have been traditionally wedded to branches.

In transitioning to digital, they made the digital channel an outcropping of their core systems. Now banks have some really smart people running their digital projects who are aware of the potential opportunities available.

Yodlee, usually provided by a bank under its own label, collects and consolidates account information giving customers a single view across all their accounts and providing banks a way to see what customers are holding away from the bank.

“ With Yodlee, your customers view not only their bank account, but they can bring in other accounts from outside the bank, so the bank can see those accounts and provide better service ”

Joe Polverari, Chief Strategy & Development Officer, Managing Director, Yodlee Interactive



At A Glance

Tagline:

Peer-to-Peer Lending
Means Everyone Prospers

Located:

San Francisco, CA, USA

Year Founded:

2006

Key People:

Stephan Vermut, Aaron Vermut
and Ron Suber

Website:

www.prosper.com

Staff:



Size:



Specialisation:

Loans

Company description

Prosper is America's first peer-to-peer lending marketplace, with more than 2 million members and over \$1 billion in funded loans.

Prosper allows people to invest in each other in a way that is financially and socially rewarding.

On Prosper, borrowers list loan requests between \$2,000 and \$35,000 and individual lenders invest as little as \$25 in each loan listing they select.

In addition to credit scores, ratings, and histories, investors can consider borrowers' personal loan descriptions, endorsements from friends, and community affiliations.

Sub-industry disruption

Prosper Marketplace, Inc. owns and operates as a peer-to-peer lending marketplace to originate and service borrower loans and notes in the United States.

Its platform allows people to invest money in people in an open marketplace aiming to profit lender and borrower members financially, as well as socially.

The company's platform matches individuals who wish to obtain consumer loans with those who are willing to help fund those loans. It provides loans for debt consolidation; business use, such as financing home-based or small businesses; home improvement; and others.



At A Glance

Tagline:

Online and mobile short term personal cash loans

Located:

London, UK

Year Founded:

2007

Key People:

Errol Damelin
Founder & Chairman

Website:

www.wonga.com

Staff:

Undisclosed

Size:

\$ \$ \$ \$ \$

Specialisation:

Loans

Company description

Wonga.com provides small (up to £750) cash advances to UK consumers online. Wonga offers cash deposits within minutes and loans are available for between 5 and 30 days.

Customers use Wonga on an occasional basis, in reaction to cash emergencies, rather than as an ongoing source of credit. In contrast to credit cards, traditional loans and bank overdrafts, the idea is that money is repaid quickly, thereby avoiding long-term debt.

Sub-industry disruption

Traditional bricks and mortar pay day lenders and pawn brokers are being disrupted by a new breed of 'born digital' payday lenders that make use of sophisticated risk and decision technology to make automate the loan approval process.



At A Glance

Tagline:

Bitcoin Made Easy

Located:

San Francisco, CA, USA

Year Founded:

2012

Key People:

Brian Armstrong and Fred Ehrsam

Website:

www.coinbase.com

Staff:

👤👤👤👤👤

Size:

\$\$\$ \$\$

Specialisation:

Currency / foreign exchange

Company description

Coinbase makes it easy for the average person and business to use the digital currency Bitcoin.

Coinbase, Inc. provides Coinbase, a digital wallet and payment solution for people to pay and receive payments.

It offers its solution for Bitcoin, which is a decentralized and digital currency. The company also enables users to pay using their smartphones (iPhone, Android, etc).

In addition, it offers merchant tools, such as payment buttons, shopping cart integration, and daily payouts for merchants to add Bitcoin as a payment option.

Sub-industry disruption

The emerging Bitcoin industry is growing fast and is now mainstream in Silicon Valley with Coinbase serving as the industry leader.

Bitcoin is the world's most widely used alternative currency with a total market cap of approximately \$5.3 billion.

Venture capital firms' desire to invest in companies that can build businesses around Bitcoin has not abated.

The bitcoin network is made up of thousands of computers run by individuals all over the world.

“ Coinbase Leads Charge In Bitcoin's Consumerization ”

Techcrunch



At A Glance

Tagline:

Your Credit Score Should Be Free, and Now It Is

Located:

San Francisco, CA, USA

Year Founded:

2007

Key People:

Kenneth Lin, Greg Lull, Nichole Mustard and Ryan Graciano

Website:

www.creditkarma.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Research / data / information / education

Company description

Credit Karma offers consumers a free look at their credit score and presents easy-to-digest information around that data.

It tells consumers where they stack up against others, plus how they might improve their credit score.

Credit Karma attempts to demystify credit and has a range of tools and information resources to help them monitor and manage the credit aspect of the consumer's financial health.

Credit Karma's goal is to help consumers easily understand the contents of their credit report and understand what makes up their credit score.

Credit Karma works with a range of partners, including mortgage lenders, credit card providers, banks, and wireless providers.

Sub-industry disruption

Personal credit scores, which are based on loan-payment histories compiled by major credit-rating agencies, traditionally have only been provided when an individual applies for a loan or signs up for other financial services that eventually charge fees.

Meeting a need in the credit scoring market, a number of companies now provide free alternatives using their own methodologies to provide consumers with a credit score.

“ Consumers want a trusted, secure service to provide personalized financial information that is easy to understand. Credit Karma delivers on these extremely high expectations at no cost to consumers ”

David Lawee, Partner at Google Capital



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LearnVest



At A Glance

Tagline:

It's time to make progress on your money.

Located:

New York City, NY, USA

Year Founded:

2009

Key People:

Alexa Vontobel, John Gardner, Ainslie Simmonds and Hrishi Dixit

Website:

www.learnvest.com

Staff:



Size:



Specialisation:

Funds management

Company description

LearnVest offers individuals the opportunity to build their own financial planning program.

This involves setting up a financial plan for your money and an accompanying program to get that plan working to its full potential.

LearnVest's mission is to empower people everywhere to take control of their personal finances so that they can afford their dreams.

Sub-industry disruption

LearnVest's competitors have a much narrower focus - they help individuals assemble and manage low-cost investment portfolios.

LearnVest looks at the bigger picture and also factors in how much you can afford to spend on a mortgage, what sort of life insurance you should buy and whether you should be saving more for a child's college tuition or for your retirement.

“ Financial advice shouldn't be a luxury. ”

Alexa von Tobel - CEO & Co-Founder



At A Glance

Tagline:

Its time to break up with your broker

Located:

Redwood City, CA, USA

Year Founded:

2009

Key People:

Bill Harris, Fritz Robbins, Rob Foregger, Paul Bergholm and Jay Shah

Website:

www.personalcapital.com

Staff:



Size:



Specialisation:

Financial advice

Company description

Personal Capital offers a full suite of customer-centric retail investment management, banking and personal finance services.

The firm will only manage assets for those with \$100,000 or more (but anyone can use the account aggregation software and get the snapshot). The idea being for people's financial planning on the same page as their lives, which they are now largely living on their iPhones and iPads.

Personal Capital's sweet spot is people with mortgages, 529s and investable assets of a couple hundred thousand to several million. The notion being that's the forgotten middle.

By some estimates, there is \$32 trillion in investable assets in the country and 33% to 40% of that is in this forgotten middle.

Sub-industry disruption

Personal Capital provides online investment advisory services that specialises in investors who have traditionally been underserved.

“ We want to bring personalized, high-end wealth management services to a part of the market that is fundamentally underserved ” says CEO Bill Harris “

Bloomberg Businessweek



At A Glance

Tagline:

Lead Your Industry

Located:

Atlanta, GA, USA

Year Founded:

2011

Key People:

Stephen Pair, Tony Gaillippi,
Bryan Krohn and Tim Byun

Website:

www.bitpay.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Currency / foreign exchange

Company description

BitPay, Inc., a payment service provider, provides electronic payment processing solutions.

The company specializes in ecommerce, B2B, and enterprise solutions for virtual currencies. It offers tools to accept bitcoin payments online or in person with the option to receive the funds as a bank direct deposit.

The company also provides services that include Internet payments, in-person payments, mobile payments, bitcoin payment gateway API, pricing, and enterprise solutions.

Sub-industry disruption

Bitcoin as a form of payment for products and services has seen growth, and merchants have an incentive to accept the digital currency because fees are lower than the 2-3% typically imposed by credit card processors.

BitPay is the leading payment service provider (PSP) specializing in the peer-to-peer virtual currency Bitcoin which provides for instantaneous transactions from anywhere in the world with no risk of fraud or chargebacks.

“ The PayPal of Bitcoin ”

Techcrunch



At A Glance

Tagline:

A better way to invest in Israeli and Global startups

Located:

Jerusalem, Israel

Year Founded:

2012

Key People:

Jon Medved,
Founder & CEO

Website:

www.ourcrowd.com

Staff:

👤👤👤👤👤

Size:

💰💰💰💰💰

Specialisation:

Capital Markets

Company description

OurCrowd is an equity-based crowdfunding platform, built exclusively for a select group of accredited investors to provide venture capital funding for Israeli (and later global) venture capital start-ups.

OurCrowd offers its members the services and management of a Venture capital organization together with the flexibility and choice of angel investing.

Sub-industry disruption

While Angel investing is rapidly increasing as a funding alternative for early stage companies, most Angels and their groups, remain largely ad hoc, and are not scalable. OurCrowd source deals, perform due diligence, and open investments to their members, leading every investment with their own money.

They take an active stake in the companies they finances, through board seats and a mentorship program that pairs startups with their contacts from relevant industries.

Accredited investors who meet strict criteria are accepted and are able to make minimum investments of as low as \$10,000 per deal, which is significantly lower than traditional Venture investing.

“ Far ahead of the pack in fundraising ”

Times of Israel



At A Glance

Tagline:

Connecting Investors with Consumer Brands

Located:

San Francisco, CA, USA

Year Founded:

2012

Key People:

Rory Eakin and Ryan Calbeck

Website:

www.circleup.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Private equity & Venture Capital

Company description

CircleUp is an online private company investment platform.

It provides accredited investors free access to direct investments in high-growth consumer product and retail private companies that were previously difficult to identify and access.

For retail and consumer product entrepreneurs, CircleUp offers an efficient way to access a network of sophisticated investors as well as value added partners.

Sub-industry disruption

A platform that offers investors the opportunity to invest in an asset class otherwise off limits to those without a substantial network, while increasing the speed and availability of capital raises for consumer-product companies.

Consumer product companies often spend a year seeking capital from friends, family and other contacts. Those funded through CircleUp, typically close a round in 8 weeks.

“ I don't crowdfund. I invest ”

Ryan Calbeck



At A Glance

Tagline:

No credit card? No Problem

Located:

Sunnyvale, CA, USA

Year Founded:

2009

Key People:

Dave Litwak, Michael Kaplan and Danny Shader

Website:

<http://www.paynearme.com/en>

Staff:

👤👤👤👤👤

Size:

\$\$\$ \$ \$

Specialisation:

Transactional services

Company description

PayNearMe is the electronic cash-transaction network that enables cash dominant consumers to make cash purchases online or in store, pay rent, bills or transfer money.

In-store service is offered by 7-Eleven, Family Dollar, and ACE Cash Express stores. Consumers do not require a credit card or bank account information to use PayNearMe. The unbanked market is estimated at \$169 billion annually.

PayNearMe faces almost no competition and has grown transaction volume by more than 975% and nearly doubled its footprint. PayNearMe has raised \$20 million in capital from its investors.

Sub-industry disruption

25% of Americans are unbanked or underbanked and need to pay with cash so are missed by most payment platforms. The movement of businesses and services online is a major obstacle for cash dominant consumers and merchants.

Start-ups are focussing on creating tech solutions geared at cash dominant individuals.

Western Union and MoneyGram help consumers send cash. However, their businesses are almost exclusively focused on the peer-to-peer and remittance markets, rather than cash.

“ It’s easy to lose sight of the real world where 60 to 100 million Americans live primarily using cash - that’s a population larger than the UK. It’s shocking on one hand, but as you work through it you understand. Most people just assume that everyone has a credit card and a bank account but that’s just not true. ”

Said CEO Michael Moe of GSV Capital (Investor)



At A Glance

Tagline:

Building Trusted Identity Networks

Located:

Toronto, ON, Canada

Year Founded:

2008

Key People:

Greg Wolfond, Charles Walton and Jaime Shapiro

Website:

www.securekey.com

Staff:



Size:



Specialisation:

Transactional services

Company description

SecureKey is the identity and authentication provider for organizations that deliver online consumer services.

SecureKey eliminates the need to store passwords by securely linking consumer ID to trusted devices, while providing consumers with the choice, control and convenience over how they access the services they want.

By embedding its security client in laptops, tablets, and mobile devices, SecureKey enables partners to deliver scalable, easy to use solutions with the security of chip-based identity and payment credentials.

Financial institutions, healthcare providers, telecoms, and government organizations are using SecureKey today to provide two-factor and federated authentication and identity solutions.

Sub-industry disruption

Identity management is fundamental for the further development of the Internet economy.

SecureKey's bridge.net Connect platform is a cloud-based multi-factor authentication service platform. It enables the online authentication of consumers by linking their identities to trusted devices.

SecureKey recently announced a collaboration with Oberthur Technologies (OT), a SIM card and SIM-based software provider. The partnership will deliver combined solutions to the mobile identity service market and extend the capabilities of both companies.

“ The company’s disruptive technology and business model, talented team, and strong market momentum, have positioned SecureKey to be a game-changer in the authentication arena ”

Charles Walton, CEO of SecureKey



At A Glance

Tagline:

How Investing Should Be

Located:

London, UK

Year Founded:

2010

Key People:

Lee Cowles, Nick Hungerford and William Todd

Website:

www.nutmeg.com

Staff:



Size:



Specialisation:

Investment banking

Company description

Nutmeg is an online discretionary investment management company.

Nutmeg offers portfolio management services to anyone with as little as £1,000 to invest.

Nutmeg's mission is to democratise investing and to improve net investment performance for its customers by safeguarding and managing each portfolio expertly and appropriately and keeping costs as low as possible.

Sub-industry disruption

Nutmeg is disrupting the world of financial investing by making it affordable, accessible, transparent and straightforward for everyone.

“ Nutmeg offers investors complete transparency. ”

Nick Hungerford



At A Glance

Tagline:

The clever new way to beat bank fees

Located:

London, UK

Year Founded:

2010

Key People:

Taavet Hinrikus, Co-Founder
 Kristo Kaarmann, Co-Founder
 Richard Branson, Investor

Website:

www.nutmeg.com

Staff:

Undisclosed

Size:

\$ \$ \$ \$ \$

Specialisation:

Transactional services

Company description

Taavet Hinrikus and Kristo Käärman are two friends who believe that money is meant to flow freely. But in the absence of a global currency, it doesn't.

TransferWise allows people to send money abroad at the lowest possible true cost. Using only real exchange rates and small fees.

Sub-industry disruption

International money transfer has been dominated by a handful of large financial institutions for decades. It is now being disrupted by new generation of digital peer-to-peer money transfer services.

TransferWise lets expats, foreign students and businesses move money globally. The firm's pricing and operating model are a substantial departure from standard practice in the money transfer sector, providing customers with a lower-cost alternative to traditional means of moving money internationally.

“ TransferWise is looking to use the internet to spark a digital revolution in current financial services ”

Financial Times



At A Glance

Tagline:

We manage your investments so you don't have to

Located:

New York, USA

Year Founded:

2008

Key People:

Jon Stein

Website:

www.betterment.com

Staff:



Size:



Specialisation:

Investment banking

Company description

Betterment is a goal-based online investment company delivering smart, personalized financial advice paired with low fees and a superb customer experience.

Betterment's automated platform eliminates the typical complexities and time of the traditional investment account, freeing up time for other important things in life.

Behavioral guardrails built into the account help users make savvy, rational decisions with their finances.

Sub-industry disruption

The banks are facing challenges from, among others, startup investment-management firms such as Betterment.

These firms interact with customers almost exclusively online, in effect replacing traditional wealth managers and financial advisers with computers.

At New York-based Betterment, 60% of its roughly 40,000 clients use the firm's mobile app, while more clients access their accounts through the app than through the firm's website.

“ Betterment draws heavily on behavioural finance to make saving and investing simple - and automatic ”

Forbes



At A Glance

Tagline:

Simply A Better Way

Located:

Sydney, NSW, Australia

Year Founded:

2011

Key People:

Matt Symons, Greg Symons
and Andy Taylor

Website:

www.societyone.com.au

Staff:



Size:



Specialisation:

Loans

Company description

SocietyOne is Australia's first active peer-to-peer lending platform.

SocietyOne connects savvy investors and creditworthy borrowers in a way that is cheaper, faster and more efficient than the traditional banking sector.

SocietyOne enables individuals to borrow money and lend to each other without the intermediation of a bank.

Borrowers can request up to \$30,000 in unsecured personal loans at competitive rates. Approved applications are listed on the platform for investors to assess and bid on.

Sub-industry disruption

Peer-to-peer lenders exploit structural pricing and operating inefficiencies that exist in the traditional banking sector, thereby providing borrowers and investors with better rates.

Peer-to-peer lenders are unencumbered by the branch infrastructure, overhead and capital reserve requirements that drive up operating costs for traditional banks.

Online lending platforms allow peer-to-peer lenders to reduce the cost of originating, servicing, and funding loans, and pass the savings on to investors and borrowers.

“ Through platforms like SocietyOne, a growing community of DIY lenders are directly funding personal loans to everyday Australians looking for an alternative to overpriced bank-funded personal loans ”

MozoBlog



At A Glance

Tagline:

Your social investment network

Located:

Tel-Aviv, Israel

Year Founded:

2007

Key People:

Yoni Assia and Ronen Assia

Website:

www.etoro.com

Staff:



Size:



Specialisation:

Currency / foreign exchange

Company description

eToro is the first global market place for people to trade currencies, commodities, indices and stocks online in a simple, transparent and more enjoyable way.

Today, they empower over 2.75 million users in more than 140 countries worldwide to manage their funds through innovative online investment platforms and active trading communities, with thousands of new accounts created every day. eToro can offer you the tools to take your trading further.

Thanks to their social investment network, eToro gives you the opportunity to channel the collective potential of a diverse trading community into individual benefit, by learning from, interacting with, and even automatically copying other network members in real time.

Sub-industry disruption

eToro's vision is to become the first global market place for all people to invest and manage their funds in a simple and transparent way.

They are committed to maintain the world's largest and most trusted investment network, designed to financially empower individual investors through a simple, innovative trading platform and an active social trading community

“ Imagine if Twitter was used only by the world's most successful stock market and currency traders - and they posted all of their trading ideas for online followers to see. ”

Vanessa Kortekaas, Financial Times



At A Glance

Tagline:

Accept Card Payments.
Simple. Secure. Cost-
Effective

Located:

Dublin, Ireland

Year Founded:

2011

Key People:

Daniel Klein, Marcalexander
Christ, Jan Deepen and Stefan
Jeschonnek

Website:

www.sumup.ie

Staff:

Undisclosed

Size:

\$ \$ \$ \$ \$

Specialisation:

Transactional services

Company description

SumUp is the leading mobile point-of-sale company in Europe, set to revolutionize the global payments market.

Using SumUp's solution, merchants accept credit and debit cards, using their smartphones or tablets, in a simple, secure and cost-effective way.

SumUp's mobile card acceptance solution is built on proprietary end-to-end payment technology, terminal hardware and mobile applications. SumUp charges a fee of 1.95% per card transaction.

Launched in 2012, SumUp expanded into 11 countries across Europe and is now expanding globally.

SumUp is backed by renowned venture capital investors including American Express, BBVA Ventures, and Groupon.

Sub-industry disruption

Technology has transformed many businesses, and banking may be next.

Francisco Gonzalez, CEO of BBVA bank, says that banks can expect competition from Amazon, Google and Facebook.

While banks may believe they are at the cutting edge of their industry, Gonzalez points to competitors in providing financial services including PayPal, Square iZettle, SumUp and Dwolla.

He predicts that in two to three years, only 5% of bank interaction with customers will be through branches.

“ We're taking the pain out of taking payments, and we're helping small merchants to build stronger relationships with their customers ”

Daniel Klein, CEO of SumUp



At A Glance

Tagline:

Big Data Services Assessor

Located:

Beijing, China

Year Founded:

2013

Key People:

李昊 (Mechbill), Chief Scientist
Shou Zhou, Chief Software Architect

Website:

www.wecash.net

Staff:

Undisclosed

Size:

\$\$\$ \$

Specialisation:

Research / data /
information / education

Company description

Wecash is a China-based big data credit assessment platform that provides solutions for technology companies.

Wecash synthesises personal online information to derive credit profiles for customers trying to obtain small loans.

Sub-industry disruption

Wecash's big data credit assessment platform provides solutions for technology companies. It uses machine-learning algorithms to provide credit assessments in less than 15 minutes.

By mining public mobile data from roughly 600 million mobile internet users, Wecash is able to quickly provide extensive credit assessments and build predictive models for customers' credit risk.

“ People were telling us that you can't do this, that there isn't enough information on the Chinese internet ”

Li Hao, Vice President, Wecash



At A Glance

Tagline:

A smarter way to manage your money

Located:

London, UK

Year Founded:

2005

Key People:

Giles Andrews, Co-Founder & CEO

Website:

www.zopa.com

Staff:

Undisclosed

Size:

\$\$\$ \$\$

Specialisation:

Loans

Company description

Zopa is the UK's leading peer-to-peer lending service. They reward people who are good with their money by providing low rate loans and high interest returns. Zopa offers flexible terms and no early repayment fees.

Zopa allows lenders and borrowers to deal directly with one another, cutting out the banks who act as middlemen.

Sub-industry disruption

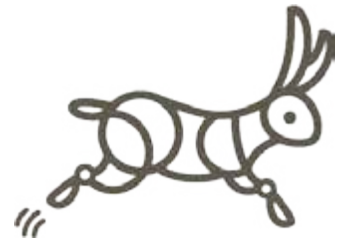
Zopa works by categorizing the borrowers credit grades allowing lenders to make offers that vary by amount and time period for persons with a certain credit grade.

Zopa takes on such responsibilities as distributing money between parties, completing the legal paperwork, performing borrower identity/credit checks, and employing a collections agency that chases missed payments for the lender.

Zopa also mitigates risk for lenders by enforcing monthly direct debit repayment, making borrowers sign a legal contract, and allowing lenders to lend small chunks of money to individual borrowers.

“ Zopa is the pioneer of peer-to-peer lending, which uses the internet to cut out the banks entirely. It matches savers with individuals who want to borrow, leaving out the bank and offering better rates all round ”

The Guardian



At A Glance

Tagline:

Smart Little Loans

Located:

Southport, Qld, Australia

Year Founded:

2005

Key People:

Sean Teahan, Greg Ellis, Sami Malia, Paul Cullinan and Scott Acker

Website:

www.nimble.com.au

Staff:



Size:



Specialisation:

Loans

Company description

Nimble is Australia's leading online credit provider, whose philosophy is to make short-term borrowing simple, fast, and stress-free.

Nimble offers a solution for pressing, short term money needs, providing loans of \$100-\$1,200 for periods of 16-50 days.

Nimble's paperless application system allows customers to apply online via mobile phone or computer.

An innovative and highly scalable technology platform means Nimble can provide quick, online approval for loans, and to transfer money to customers within 60 minutes.

Sub-industry disruption

Nimble's rapid growth in the short term borrowing market has been aided primarily by their unique and innovative technology platform, which facilitates loan approval in as little as 11 seconds and transfer of funds within 60 minutes.

The speed of Nimble's loan approval and funds transfer process, coupled with the scalability of their online based business, means that Nimble is rapidly becoming an attractive alternative to more traditional sources of short term borrowing.

“ Technology companies such as Nimble are taking on the big banks in the credit card market by using data analytics to slash approval times for small personal loans ”

The Australian



At A Glance

Tagline:

Where Investors Meet Startups

Located:

San Francisco, CA, USA

Year Founded:

2010

Key People:

Babak Nivi and Naval Ravikant

Website:

www.angel.co

Staff:**Size:**

\$\$\$ \$ \$

Specialisation:

Private equity & Venture Capital

Company description

AngelList connects startups to angel investors whom they would not otherwise be able to find and facilitates angel investment through features such as the formation of syndicates.

AngelList startups connect to angel investors by creating a profile for their business on AngelList, which will then show in the feeds of angel investors.

Angel investors are also able to form syndicates, whereby they pledge money to mirror the investment backing of prominent angel investors.

Sub-industry disruption

AngelList is a community of startups and investors who make fund-raising efficient.

AngelList is where the world meets startups, investors invest in early-stage startups and startups find team members, angel investors and venture capital.

“ AngelList is one of the most impactful additions to the early-stage funding ecosystem ”

Seth Goldstein via techcrunch.com



At A Glance

Tagline:

We Bring Electronic Efficiency To Receivables Finance

Located:

New Orleans, LA, USA

Year Founded:

2007

Key People:

Michael Gonik, Mike Walker and Johnm Connolly

Website:

www.recx.com

Staff:



Size:



Specialisation:

Capital Markets

Company description

The Receivables Exchange (RecX) is a real-time online marketplace for working capital financing for both small and large U.S. companies.

Transactions over RecX are structured to result in a true sale of the receivables, thus offering balance sheet benefits to sellers and attractive risk-adjusted returns to buyers.

NYSE and RecX partnered in September 2011 to jointly market RecX to both private and publicly-held companies.

Operating out of shared office space at the New York Stock Exchange headquarters on Wall Street, the companies have facilitated the trade of more than \$2 billion of trade receivables over the RecX platform.

Sub-industry disruption

In the invoice financing industry, users buy and sell receivables, invoices and other assets used as collateral. On exchanges, this is performed in a live auction process.

Companies that trade receivables on exchanges are mostly small to medium-sized businesses looking to improve their working capital and cash flow positions.

The accounts receivable market in the U.S. is valued at \$17 trillion, according to the exchanges.

“ The Receivables Exchange provides a much-needed solution for small and mid-sized businesses to help them boost capital and grow their business. No other short-term financing option, including banks, ABLs and factors, competes in terms of flexibility, speed and affordability ”

Receivables Exchange co-founder Justin Brownhill



At A Glance

Tagline:

Premium Investment
Management For Everyone

Located:

San Francisco, CA, USA

Year Founded:

2010

Key People:

Bo Lu, Jon Xu and Clyde Law

Website:

www.futureadvisor.com

Staff:**Size:**

\$ \$ \$ \$ \$

Specialisation:

Funds management

Company description

FutureAdvisor was founded on the premise that investing for the future does not have to be difficult or expensive.

Members of the founding finance team have been actively investing and worked in finance for years, and so have always been the ones friends have asked for advice.

The founding finance team eventually realised that most of their friends asked the same questions, making the same mistakes, and that the best way for FutureAdvisor to help everyone was to implement the wisdom of index investing and software.

FutureAdvisor is an investment advisor that takes academically researched portfolio management principles and applies them to your situation.

Sub-industry disruption

History has shown that most professional mutual fund managers cannot match the long-term performance of index funds, much less beat them.

“ Cuts through the complexity of retirement investing ”

Reuters



At A Glance

Tagline:

The best way to move money.

Located:

Des Moines, IA, USA

Year Founded:

2008

Key People:

Ben Milne, CEO
Charise Flynn, COO

Website:

<https://www.dwolla.com/>

Staff:



Size:



Specialisation:

Transactional services

Company description

Dwolla is a payment network that allows any business or person to send, request and accept money.

Dwolla provides a free web based software platform which allows users to send, receive, and request funds from any other user.

Sub-industry disruption

Dwolla does not rely on plastic cards or charge hefty fees. Instead, they have built our own network that securely connects to your bank account and allows customers to move money for just \$0.25 per transaction, or free for transactions \$10 or less.

When someone pays with Dwolla, they share only their email address, phone number or unique Dwolla ID. There are no credit or debit cards involved.



At A Glance

Tagline:

Fast, 4ns, Reliable, Flexible

Located:

Sydney, Australia

Year Founded:

2013

Key People:

Charles Thomas, David Snowdon and Scott Newham

Website:

www.metamako.com

Staff:



Size:

Undisclosed

Specialisation:

Networking Hardware (IT)

Company description

Metamako is a technology company that specialises in solutions for latency sensitive businesses. It was founded by Scott Newham, Dave Snowdon and Charles Thomas who have a background in ultra low-latency hardware, software and trading.

Metamako is headquartered in Sydney, Australia where its offices sit alongside the beautiful vista of Darling Harbour.

Sub-industry disruption

Starting development of the MetaConnect with a clean sheet of paper, for example, allowed Metamako to build something which, in its opinion, is far superior to any competing technology in the market.

MetaConnect replaces multiple devices such as switches, taps, patch panels and media converters with a single box while reducing latency by about 100 times compared to traditional network equipment.

MetaConnect is, for the technically minded, a packet-aware physical layer switch believed to be the world's first.

“ MetaConnect : Ultra Fast - Deterministic - Intelligent ”



At A Glance

Tagline:

Size isn't everything, but being the UK's largest P2P platform helps

Located:

London, UK

Year Founded:

2010

Key People:

RhydianLewis and PeterBehrens

Website:

www.ratesetter.com

Staff:



Size:



Specialisation:

Loans

Company description

RateSetter is a P2P lending website allowing users to lend and borrow money directly with each other according to their own interest rates.

Although they use many of the same processes, RateSetter is not a bank.

They are a simple exchange platform that brings together people who want to borrow and lend to each other. They use technology that dramatically speeds things up and cuts costs, and they pass the savings onto their customers.

Sub-industry disruption

RateSetter is a simple concept.

Creditworthy borrowers want a low cost loan. Smart lenders want a better return. RateSetter matches them up and ensures everyone gets what they're looking for. Borrowers and lenders set their own interest rates and are not forced to take a rate set by a bank.

RateSetter works on the basis of trust: good, old-fashioned prudence and best practise. All executed in a modern and dynamic way.



At A Glance

Tagline:

Bring Creative Projects To Life

Located:

Brooklyn, NY, USA

Year Founded:

2009

Key People:

Charles Adler, Yancey Strickler and Perry Chen

Website:

www.kickstarter.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Private equity & Venture Capital

Company description

Kickstarter is a global crowd funding platform for creative projects such as movies, music, art, theater, games, comics, design and photography.

Project creators seeking funding choose a deadline and a minimum funding goal. If the goal is not met by the deadline, no funds are collected.

People who back Kickstarter projects are offered tangible rewards and special experiences in exchange for their pledges.

Sub-industry disruption

Kickstarter is a new way to fund creative projects outside of traditional avenues of investment.

Kickstarter charges a percentage fee for providing a secure platform through which project creators are able to source funds from the public in return for tangible rewards and special experiences.

What sets Kickstarter apart is the idiosyncratic, creative nature of the projects, the ease of access to small funding, and the fact creators keep complete ownership and control of their work.

“ Less a technology site, more a socio-cultural movement, Kickstarter is changing how we make things, how we turn dreams into reality and make ideas come to life ”

Om Malik via gigaom.com



At A Glance

Tagline:

Simple Direct Debit

Located:

London, UK

Year Founded:

2011

Key People:

Hiroki Takeuchi, Matt Robinson, Tom Blomfield and HarryMarr

Website:

www.gocardless.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Transactional services

Company description

GoCardless is a UK-based service that helps businesses of all sizes establish automatic bill payments, direct debits, and recurring payments online using the Direct Debit infrastructure.

The product is designed for use by merchants who can't or don't want to take credit card payments, and makes it incredibly cheap and easy for anyone to take payments online.

GoCardless' industry-beating pricing, easy payment collection, and instant online sign-up mean that they are rapidly becoming the preferred online direct debit option for businesses.

Sub-industry disruption

GoCardless allows any business or individual to tap into the direct debit network, opening up the network to a vastly larger number of potential users and offering an attractive alternative to credit card transactions.

Traditionally, only large organisations could gain access to the direct debit system, as banks were not capable or willing to risk-assess smaller companies.

GoCardless has created a simple application that makes it easy and cheap for small businesses to take debit payments.

GoCardless provides the infrastructure to allow these direct payments, and takes a one% cut on the transaction, but never charges more than £2.

“ Until recently, they [direct debits] have only been available to the largest corporations, but we've come along to make it available to everyone ”

Tom Blomfield, Co-Founder



At A Glance

Tagline:

The Global Fund
Transaction Network

Located:

London, UK

Year Founded:

2007

Key People:

Julien Hammerson, Ken
Tregidgo, James Colquhoun,
Campbell Brierley and Paul
James

Website:

www.calastone.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Transactional services

Company description

Calastone is the global transaction network for the funds industry.

Calastone was launched with the primary objective of reducing the cost and risks associated with mutual fund transaction processing.

By removing all of the technical barriers to the automation of fund transactions, Calastone has enabled the industry to reduce its transaction costs by more than 60%.

Calastone has gained significant traction since launch and now has more than 590 clients and 4,200 network connections. Since inception Calastone has doubled message volume year-on-year.

Sub-industry disruption

ISO automation and STP solutions for the funds industry has been timely as funds seek streamlined processes with less risk. Already there has been a market shift towards a preference for automated solutions.

Calastone sits well ahead of its competitors with 90% of fund managers in the UK, 60% of Dublin and Luxembourg domiciled fund managers and 40% of Australian fund managers choosing Calastone.

The impact was immediate on the Australian market due to its ability to translate different messaging formats and legacy systems. Competitors often failed due to their being too many electronic formats that were incompatible.

“ In a short space of time, Calastone has emerged as a leader in the global funds technology industry and is rapidly expanding to service new markets and new geographies. We are excited to be working with them to help achieve their global vision. ”

Sonali De Rycker, Partner at Accel Partners (Investor)



At A Glance

Tagline:

The easiest way to manage and improve your investments.

Located:

San Francisco, CA, USA

Year Founded:

2008

Key People:

Mike Sha, Terry Banet and Roger Fong

Website:

www.sigfig.com

Staff:



Size:

\$\$\$ \$\$

Specialisation:

Funds management

Company description

Sigfig are simplifying investment by offering clients the benefits of online portfolio management.

Specialising in helping clients balance their personal portfolios by evaluating their needs and choosing the right investments.

Fixing a poorly diversified portfolio will increase returns and and reduce risk.

Sigfig helps clients stay in control, see all their investments in one place, receive unbiased financial advice and receive no hidden fees.

Sub-industry disruption

The rise of ETFs can be described as a disruptive force in the world of investment management.

ETFs have shown many investors a new and better way to invest.

SigFig invests primarily in low-cost ETFs, which allows the company to minimize trading commissions and keep the monthly fee remarkably low.

“ Most people are not doing good things with their money. ”

Mike Sha, SigFig CEO and Co-Founder



At A Glance

Tagline:

Your Online Investment Manager

Located:

Sydney, NSW, Australia

Year Founded:

2013

Key People:

Chris Brycki

Website:

www.stockspot.com.au

Staff:



Size:

Undisclosed

Specialisation:

Funds management

Company description

Stockspot provide online access for self-directed investors to maintain their portfolios.

It is low cost in comparison to what fund managers charge including low fees, no entry or exit fees and no cost when withdrawing money.

Stockspot do not try to beat the market but reduce risk through diversification.

They offer 5 different portfolios to invest in.

Sub-industry disruption

The needs of the retail investor are rapidly changing as technological advances continue to push the boundaries of investment transparency, and social interaction.

With increased competition, the race for investor assets has never been more intense and it has financial institutions searching for new and innovative ways to transform their online investment experience... firms that are able to capitalize on this dramatic shift will realize game-changing ROI.

“ The company is joining an emerging class of wealth management FinTech companies... that have seen solid success ”

Forbes



At A Glance

Tagline:

Invest in Innovative British Businesses

Located:

Exeter, Devon, UK

Year Founded:

2011

Key People:

Darren Westlake and Luke Lang

Website:

www.crowdcube.com

Staff:



Size:



Specialisation:

Private equity & Venture Capital

Company description

Crowdcube is the next generation of business investment.

It is a new way to fund start-ups and business expansion by giving entrepreneurs a platform to connect with ordinary people and raise venture capital.

Anyone can invest alongside professional investors in start-up, early stage and growth businesses through equity, debt and investment fund options.

Sub-industry disruption

A senior Bank of England's policymaker has suggested that small online peer-to-peer lenders could one day replace high-street banks.

Andy Haldane, the Bank's executive director for financial stability, said in a speech in New York that web-based lenders such as Zopa, Funding Circle and Crowdcube, which put savers in direct contact with potential borrowers, could make conventional banks obsolete.

With open access to borrower information, held centrally and virtually, there is no reason why end-savers and end-investors cannot connect directly he said.

“ Crowdfunding takes hold in the UK ”

Wall Street Journal



At A Glance

Tagline:

Discover and invest in great start-ups.

Located:

London, UK

Year Founded:

2009

Key People:

Carlos Silva and Jeff Lynn

Website:

www.seedrs.com

Staff:



Size:



Specialisation:

Private equity & Venture Capital

Company description

Seedrs is an equity crowdfunding platform allowing users to invest in the equity of seed-stage startups through a simple, online process.

Start-ups are structured as equity, meaning that investors purchase shares in the company. Seedrs makes it possible for people to invest as much or as little as they like in the startups.

Seedrs let startup businesses raise seed capital seamlessly from friends, family, members of their communities and independent investors.

The return on equity is therefore recognised when the business pays a dividend, floats on a stock exchange or is bought by another company.

Each start-up guarantees that investors receive regular post-investment communications, have the right to vote and be active in the process.

Sub-industry disruption

Investors' increasing interest in equity crowdfunding is disrupting traditional financial services.

Investing in start-ups, or new, entrepreneurial businesses, can be highly lucrative.

The investment tends to be very high-risk, but historically the overall returns from start-ups as an asset class has been very strong.

Till now, for everyday investors this was not readily accessible. Several equity crowd-funding platforms now exist on the market and are providing great investment opportunities.

Equity crowd-funding is driving innovation and growth.

“ We see what we're doing as a real game-changer in a crucial bit of the process of starting a small business. ”

Jeff Lyn - CEO & Co-Founder

48 M-Pesa at Vodafone



At A Glance

Tagline:

The world's most successful money service

Located:

Kenya, Africa

Year Founded:

2007

Key People:

Suresh Sethi and Abhishant Pant

Website:

www.mpesa.in

Staff:



Size:

Undisclosed

Specialisation:

Transactional services

Company description

The company is considering new revenue streams to enable users to make payments for goods and services with merchants.

M-Pesa has 18.1 million customers worldwide, and 13 million active customers in Kenya, handling 50% of its GDP.

Safaricom the most profitable company in east Africa.

Transactions grew 22% in March 2014.

Challenges: Increasing competition generated by Regulators shaking up the near-monopoly sector and company requires product innovation.

Sub-industry disruption

2.5B people in developing countries lack access to banking services.

1B of them have a phone that would allow them to use mobile money services.

M-PESA enables people to send and receive money, top-up airtime and make bill payments via mobile phone, without requiring a bank account.

M-PESA is the largest mobile network operators in Kenya and Tanzania and near-monopoly sector.

It has recently expanded into Afghanistan, South Africa, India and Eastern Europe.



At A Glance

Tagline:

Stellar is public infrastructure for money

Located:

San Francisco, CA, USA

Year Founded:

2013

Key People:

Joyce Kim, PatrickCollison and JedMccaleb

Website:

www.stellar.org

Staff:



Size:

\$\$\$ \$\$

Specialisation:

Transactional services

Company description

Stellar is a decentralized protocol you can use to send and receive money in any pair of currencies. The protocol supports sending money in dollars and having it arrive in pesos.

Supported by a nonprofit, Stellar brings the world together by increasing interoperability between diverse financial systems and currencies.

Sub-industry disruption

Stellar is a technology that enables money to move directly between people, companies and financial institutions as easily as email. This means more access for individuals, lower costs for banks, and more revenue for businesses.

Stellar's decentralized platform allows you to send and receive money in any pair of currencies.

Stellar is based on a consensus algorithm rather than mining. Therefore transactions confirm in a few seconds. The Stellar currency itself is mostly a behind-the-scenes currency, and the Stellar network will help provide more liquidity between currencies.

“ Stellar will be a transformative protocol. Being one of the first to build on the Stellar network will one day feel like having been one of the first to figure out what to do with SMTP. ”

Quinten Farmer, Co-Founder at Even



At A Glance

Tagline:

Helping Banks Reach Out

Located:

Chennai, Tamil Nadu, India

Year Founded:

2008

Key People:

Sathyam Gopalan, L Kannan and Indira Bongarala

Website:

www.vortexindia.co.in

Staff:



Size:

Undisclosed

Specialisation:

Transactional services

Company description

Vortex Engineering Private Limited is an innovative and leading provider of Automated Teller Machines (ATMs) and associated services for banks. Vortex also offer a suite of software and services for ATM Management.

With a strong focus on difficult and challenging environments, Vortex now exports its ATMs to eight countries in the Asian and the African continents. Vortex ATMs are designed and built in-house and there is currently over 12000 ATMs produced annually along with 35 service centres across the country offering 24*7 lifetime support.

All the Vortex FISST ATMs are built with solar power options allowing for greater availability in areas that experience severe power shortages.

The key point of difference for Vortex in the ATM industry is its low cost and low power consumption ATMs, giving its customers the best technology at affordable prices.

Sub-industry disruption

ATM's are high cost, require reliable power sources and are expensive to build and maintain. This does not suit the conditions in India's rural and semi-urban areas so banking services are limited.

Vortex has developed cost-effective, robust, reliable, energy efficient, solar powered ATMs using 90 per cent less power consumption than conventional alternatives. The associated costs are just one-third of conventional ATMs.

Vortex uses inbuilt fingerprint scanning which allows illiterate farmers access to a reliable and secure banking system.

“ The investment will help in taking basic banking and financial inclusion schemes to rural and semi-urban areas in India....Bringing banking close to home means a lot in a country where less than one-fifth of over 600,000 villages have a banking touch-point ”

Thomas Davenport, IFC Director for South Asia



At A Glance

Tagline:

We make increasing loan volume easy

Located:

Santa Rosa, CA, USA

Year Founded:

2008

Key People:

David Buerger and
DarinChong

Website:

www.cunexusonline.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Research / data /
information / education

Company description

CUnexUs Solutions Inc. develops innovative software-based solutions to aid credit unions and banks in maximizing the potential of valuable customer relationships.

At the foundation of the company's product and service offering, is Comprehensive Pre-Screened Lending (CPL) strategy – an award-winning fusion of risk assessment, tiered pricing, direct marketing, retail sales support, delivery channel management, and real-time digital fulfillment that has demonstrated the ability to significantly reduce loan acquisition cost, increase sales volume, and enhance customer experience and satisfaction.

Sub-industry disruption

CUnexUs introduces a simple and seamless way for banks and credit unions to drive loan volume across all product categories.

Under their CPL strategy, loan applications become unnecessary, with an entire portfolio of consumer loan products available to pre-approved customers at all times, at a nearly on-demand basis – empowering them to make their own product decisions, at the opportune time, based on their individual needs, desires and dreams.



At A Glance

Tagline:

The largest crowdfunding platform dedicated exclusively to helping companies raise capital.

Located:

Powel, OH, USA

Year Founded:

2012

Key People:

Wil Schroter

Website:

<http://www.fundable.com/>

Staff:



Size:

Undisclosed

Specialisation:

Private equity & Venture Capital

Company description

Fundable is the leading business crowdfunding site for startups.

Fundable's platform takes advantage of the new JOBS Act (aka the "Crowdfunding Bill") which allows startup companies to publicly raise money from anyone willing to back them. Fundable makes investing more accessible, providing two ways for backers to support companies-through rewards or equity.

Backers earn rewards such as product pre-orders, unique gifts, or special incentives by the companies' founders in exchange for pledging capital. For larger investments, startups may also offer equity.

Sub-industry disruption

Fundable seeks to fill a gap in the crowdfunding market by helping companies to raise money to build products or reach business goals, as opposed to other large crowdfunding platforms which predominately promote the creative projects of individuals.

Fundable also sets itself apart by allowing startups to offer equity to larger investors.

“ Kickstarter for [the] corporate set ”

Gigaom



At A Glance

Tagline:

Keeping You Financially Wired

Located:

Sydney, NSW, Australia

Year Founded:

2013

Key People:

James Marlay and Tom Mckay

Website:

www.livewiremarkets.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Financial advice

Company description

Livewire is a social media platform for investors.

Financial companies and commentators use Livewire to share insights and start discussions on what is happening in the markets.

Investors can become members of Livewire so that they gain access to insights and information direct from the industry.

Sub-industry disruption

Livewire Markets is Australia's first social media platform developed specifically for investors.

The platform aims to solve the two problems around finding investment news: clutter and credibility.

It does this by ensuring contributors are professionals or journalists from the financial industry: all users are verified using their company email or LinkedIn profile.

“ The Livewire platform promises a new home for serious investors looking for relevant and informed insights. Less clutter, less noise and more of the information we need to understand the investing world ”

Steve Johnson, Chief Investment Officer, Forager Funds Management



At A Glance

Tagline:

Your online portfolio manager.

Located:

Palo Alto, CA, US

Year Founded:

2012

Key People:

Ryan Pfenninger and Mitch Tuchman

Website:

<http://www.marketriders.com>

Staff:



Size:



Specialisation:

Funds management

Company description

MarketRiders, Inc. is an easy-to use online service that allows anyone to join the Exchange Traded Fund (ETF) revolution using strategies previously only available to elite investors.

MarketRiders is web-based software that lets investors build and manage a globally diversified low-cost portfolio.

It is designed to reduce investment fees and increase retirement savings.

Sub-industry disruption

People are reluctant to pick stocks or create portfolios themselves because they think specialist experience or knowledge is required.

MarketRiders guides investors to create a model portfolio assembled from index-tracking funds, and then monitors it.

“ MarketRiders service encourages people to stick to their big-picture asset-allocation strategy rather than change their mind at what’s probably exactly the wrong time. ”

Felix Salmon Reporter, Reuters



At A Glance

Tagline:

My Internet Identity

Located:

Edinburgh, Scotland

Year Founded:

2010

Key People:

James Varga, Stephen Brannan, Stuart Fraser and Douglas Shand

Website:

www.miicard.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Transactional services

Company description

miiCard provides Online Identity Services for individuals, business and enterprise that enable high-value transactions to take place in a purely digital and secure environment.

miiCard can prove you are who you say you are, purely online in just minutes and to the same level as a physical passport or photo ID check.

miiCard helps businesses eliminate fraud, reduce manual processing costs, and prevent high rates of dropout when offline identity checks are required.

A member-driven service, miiCard empowers consumers to proactively manage their digital identity, build trust online, and trade and transact with confidence.

miiCard is currently available in ten countries and can verify over 350 million people.

Sub-industry disruption

miiCard have strong ambitions to be the universal standard for online identity verification globally.

miiCard is making big strides in bridging the disconnect between an individual's physical and virtual identity, and the global market for such a product is huge.

According to miiCard, 70-90% of online transactions fall through when proof of identity is requested. These numbers provide a strong indication that existing mechanisms for providing proof are not user-friendly enough.

“ From buying and selling online to using social networks, we often need to be able to prove our identity online and in real-time. miiCard will do that by offering an alternative to the traditional offline checks of driver's license, passport or utility bill ”

James Varga, Founder & CEO



At A Glance

Tagline:

Get Smart With Your Money
And Safely Spend

Located:

Sydney, NSW, Australia

Year Founded:

2012

Key People:

Bosco Tan and Alvin Singh

Website:

www.getpocketbook.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Research / data /
information / education

Company description

Pocketbook was founded by Alvin, a software engineer, and Bosco, who specializes in business development and marketing. Together they developed Pocketbook, to change the way people manage their personal spending and budgets.

Pocketbook is an app which links with the user's bank accounts, credit cards and loans and then keeps track of their spending.

Expenses are sorted into categories such as groceries, bills and loan repayments so that the user has a clear oversight as to where their money is going

Sub-industry disruption

Managing one's personal finances can be difficult, especially when there are a large volume of transactions, expenses, debts and income to keep track of.

There is not a lot of readily available software, spreadsheets can be hard to maintain, and professional help is unaffordable for many people.

Pocketbook was developed to make personal financial management simpler.

“ Our whole reason for being is to make it super simple. For 30 seconds, you're going to get a whole lot, and if you delve a little bit deeper, you're going to get even more ”

Alvin Singh, Co-founder of Pockebook



At A Glance

Tagline:

Investing with Intelligence

Located:

Melbourne, VIC, Australia

Year Founded:

2011

Key People:

Andrew Ward

Website:

www.selfwealth.com.au

Staff:

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Size:

\$\$\$ \$ \$

Specialisation:

Funds management (Asset management, Super / pension funds, ETF's)

Company description

SelfWealth enables self-directed investors to compare their portfolio's performance against those of peers, professionals and the market.

Members can trial different strategies and based on their experiences, make informed, fact-based decisions about how to invest.

Sub-industry disruption

The needs of the retail investor are rapidly changing as technological advances continue to push the boundaries of investment transparency, and social interaction.

With increased competition, the race for investor assets has never been more intense and it has financial institutions searching for new and innovative ways to transform their online investment experience-firms that are able to capitalize on this dramatic shift will realize game-changing ROI.

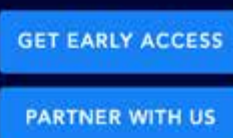
“ The first self-directed and understandable investment tool that anyone can use ”

Investor



Introducing the world's first gift card of stock.

The quick and easy way to give anyone their favorite stock (even kids and teens). You pick the stock and dollar amount. They get fractional shares of real stock.



At A Glance

Tagline:

Don't Just Like It On Facebook - Own It At Stockpile!

Located:

Palo Alto, CA, USA

Year Founded:

2010

Key People:

Dan Schatt, Michael Feser and Avi Lele

Website:

www.stockpile.com

Staff:



Size:

Undisclosed

Specialisation:

Stock / commodities / futures broking

Company description

Stockpile provides an opportunity for individuals to purchase gift cards of certain values, that can be used to purchase stock in certain companies (it is uncertain whether the stocklist is restricted).

These gift cards can be used to purchase even fractional stock in high value companies such as Apple and Google.

Stockpile intends that this service will be used to give something a little different as a gift, in addition to those looking for a low cost entry into investing in otherwise inaccessible stocks.

Sub-industry disruption

Barriers of entry to direct trading in stocks are typically perceived to be high.

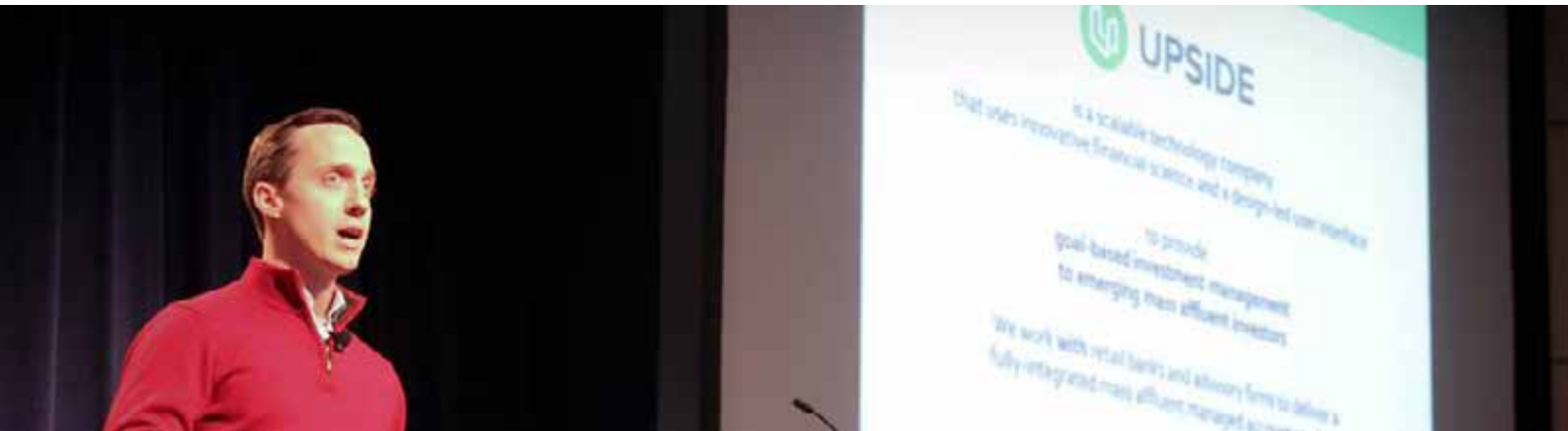
Stockpile aims to open up the stockmarket to just about anyone by supplying gift cards that give fractional stocks in certain companies.

This allows anyone to invest in stocks that are difficult for the public to invest in due to their high per-stock value, such as Apple and Google (over \$500 per stock).

Although this concept has been tried before, Stockpile has the backing of investors such as Sequoia, Mistral Venture Partners and celebrities such as Ashton Kutcher.

“ Stockpile’s management likens the company to PayPal Inc. in its early days in the sense that it is setting out to simplify the buying, selling, and gifting of stock in the same way PayPal simplified the act of sending money ”

Digital Transactions



At A Glance

Tagline:

The Next Generation of Financial Advisor Software

Located:

San Francisco, CA, USA

Year Founded:

2012

Key People:

Tom Kimberley and Juney Ham

Website:

www.upsideadvisor.com

Staff:**Size:****Specialisation:**

Financial advice

Company description

Upside Advisors uses technology and algorithms to advise and service clients who want next-generation investment management services.

Upside provides advisors with an automated managed account platform which can be used for the opening of accounts, portfolio selection and automated trading and rebalancing.

Sub-industry disruption

Robo-advisors are online investment management sites that manage investments by using technology and algorithms.

Robo-advisors have become more popular in recent years as they are a cheap and easy option for investors who don't want to be actively involved in the investment process.

Upside Advisors helps investment advisors by leveraging technology and algorithms to beat robo-advisors.

“ Upside is entering the market during a crucial time for financial advisors. Investment managers are becoming increasingly concerned with the rise of ‘robo-advisors’ and are searching for ways to compete with these new entrants ”

Juney Ham, Co-founder & President of Upside



At A Glance

Tagline:

A Smarter Look

Located:

Nashville, TN, USA

Year Founded:

2011

Key People:

David Benskin, Ken Colson,
Craig Spengler and Gene Reese

Website:

www.wealthaccess.com

Staff:



Size:

\$ \$ \$ \$ \$

Specialisation:

Research / data /
information / education

Company description

Wealth Access, Inc. is an online platform that helps high net worth individuals and their advisors better manage wealth.

Developed by a former advisor with expertise in the complexities of high net worth individuals and knowledge of technology from an advisor's perspective, Wealth Access aggregates data from complex global portfolios, and renders them in a simple, clear, real-time digital dashboard.

Access to this secure dashboard is sharable to all an investor's advisors, enabling clearer understanding of complex portfolios in the management of individual and multi-generational wealth.

Sub-industry disruption

Wealth Access is based on the principle that technology is now a key factor in high net worth individuals choosing an advisor, and that while automated advisor technology exists, it cannot provide advice equivalent to a financial advisor.

Wealth access therefore provides a holistic digital financial dashboard to both advisor and client, accessible through computers and smart devices.

Advisors are able to differentiate themselves, strengthen relationships with their clients and provide better advice, without having to be bogged down by explaining long technical reports.

“ FinTech Firm Wealth Access Finds Better Way ”

techli.com

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