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PCM

Your gateway to the world of payments

ATLANTA SPECIAL: **THE ATLANTA FINTECH ECOSYSTEM**



FUNDING INNOVATION IN ATLANTA

By Sean Banks, Partner at TTV Capital

Investing in the Financial Services

TTV Capital's exclusive investment focus is in early stage fintech companies. The financial services market is the largest in the world. While it has been a heavy adopter of technology for decades, it is in the midst of a technical revolution. Innovators are creating new companies that modernize the products, delivery of and efficiency of the industry. However, unlike other industries whereby incumbents are often rendered obsolete, in financial services, incumbents remain critical to the value proposition of the innovators.

TTV Capital purchase equity positions for typically \$1 – 5 million in privately held companies. We have a seat on the board of directors. Often the entrepreneurs are drawn to us because we have a trusted network to help us not only analyze potential investments but can serve as distribution channels for the companies, and in some cases, later buy the companies.

The Epicentre of Fintech

The number of major industry incumbents located in Atlanta means innovators are drawn to the broad access to millions of consumers and businesses. This is what makes Atlanta the epicenter of fintech.

Challenges in the Market

This is an industry that is heavily regulated, and anticipating potential shifts in government policy can pose challenges. Another challenge we faced was during the financial crisis and it related to risks around business models. Some of the key components of a company's product evaporated as incumbents entrenched to weather macroeconomic uncertainty. By maintaining close relationships with multiple incumbent providers of various services necessary to deliver the company's product to market, we feel better prepared to handle cyclical changes in the financial markets.

The Power of Atlanta

The Atlanta ecosystem is supportive of its long-term viability and acts as an advocacy center to help shape policy. TTV Capital have long-standing and trusted relationships with the incumbents and some of the regulatory bodies that we can reach out to when necessary. Further, the concentration of incumbents allows us to maintain close relationships to source critical functions for the startups from multiple sources.

The Road Ahead

Atlanta, and Georgia more broadly, will continue to lead in fintech both on the incumbency side as well as the innovation side because of our unified vision for the success of our ecosystem. The ecosystem also has tremendous depth in its skilled workforce, full of seasoned and successful executives and technical talent. ●



SEAN BANKS

Partner at TTV

Sean Banks is a Partner at TTV, Chairman of TAG's FinTech society, on TAG's Board of Directors and Leadership Council, and a founding member of the Fintech Atlanta Task Force. He earned his MBA from Emory University, his J.D. at the University of San Diego, and is a graduate of the Naval Academy.



TTV CAPITAL

TTV invests in fintech businesses that serve the financial services sector and the consumers of financial products. Our team of professionals has more than 100 years of venture capital and relevant industry operating expertise, creating value for entrepreneurs by using our knowledge, experience, and relationships to help businesses be successful.