



Top FinTech Companies of 2019 That You Should Know Of

The global FinTech market today touches several sectors of the financial landscape, prominently digital payments and personal finance. Digital payments alone command a transaction volume of \$4,144,965 million in 2019; with an annual growth rate of 12.7% till 2025. Following close behind are firms involved in alternative finance, crowd-lending and insure-tech.

By the end of 2018, a number of FinTech software companies had emerged, offering innovative financial services to consumers and also increasing the global industry valuation. At the same time, existing large companies and legacy institutions have been making strategic acquisitions, to step-up their game and not lose their relevance in the new digital era of consumer finance. Here are some of the biggest players in the space today.

1. Stripe

A US-based company that initially launched in 2011, as a platform facilitating online payments for sellers and companies, Stripe's valuation stands at \$22.5 billion as of January 2019. The company also provides fraud prevention and banking infrastructure to operate digital payments. Top companies among its list of clients include tech giants like Amazon and Microsoft. It has recently been in the news, for adding the COO of the consumer unit of Goldman Sachs, Colin Kennedy, to its team.

2. Coinbase

Launched in 2012, the San-Francisco based company, Coinbase, is a secure platform that facilitates transactions and storage of cryptocurrencies like Bitcoin, Ethereum and more. It has two main platforms, the Global Digital Asset Exchange (GDAX) for trading crypto products and a consumer-facing retail platform for cryptocurrencies in exchange for fiat currencies. In August 2018, Tim Wagner, the cloud executive of Amazon joined Coinbase in its department of engineering. The company is valued at \$8 billion.

3. Robinhood

Launched in 2013, Robinhood was initially a mobile app for Apple and Android devices, to allow consumers to purchase and sell stocks and ETFs, without paying any commission. It proved to be a disruptive force in the online brokerage industry, attracting a huge millennial consumer base that liked its idea of “democratised trading” and commission-free trading app for stocks, options and even cryptocurrencies. This investment app registered double digit growth in its user-base from 2018, standing at 6 million users in 2019. Its current valuation stands at \$5.6 billion.

4. Ripple

One of the few blockchain-based technologies that has received huge traction among global banking giants like Santander and The Royal Bank of Scotland, RippleNet connects banks, payment providers, corporates and digital assets exchanges to facilitate speedy and frictionless cross-border payments. It is both a platform and a cryptocurrency, XRP. Recently, it has been named among the top most employers in the technology industry in USA. The current valuation of Ripple is approximately \$5 billion.

5. SoFi

Founded in 2011, SoFi or Social Finance, Inc., is an online personal finance firm that specialises in student loans, personal loans and mortgages. They help consumers to get out of high-interest debt and manage their finances in a secure and informed manner. In 2013, they formed a partnership with Barclays and Morgan Stanley to introduce bond-backed peer-to-peer student loans. The company also covers life insurance products and robo-investment solutions, and is soon venturing into cryptocurrency trading, through a partnership with Coinbase. Its market valuation is \$4.4 billion.

The FinTech Start-Ups

With a rise in venture funding and evolving FinTech marketing strategies, new companies are able to reach their target audience and contribute to the quest for global financial inclusion. Some of the leading start-ups with valuation less than \$1 billion include:

- **Tala**

The Tala mortgage searching platform helps consumers know about the best deals available in the market and offers them prompt mortgage services.

- **MoneyLion**

Already with 3 million users, this personal finance and lending app helps consumers track their spending habits, savings and credit usage.

- **Taulia**

The AI-powered platform of Taulia offers working capital solutions to businesses, so that they can accelerate their payments, and maintain business and supply-chain health. Taulia connects 1.6 million businesses, including AstraZeneca, Telstra, Airbus and Vodafone, across 168 countries.

Together, these companies and other new entrants will continue to offer better financial products and efficient payment channels to consumers, creating a transparent financial system.