

ISRAEL & FINTECH

Scalability for SMEs

Small/Medium-size Enterprises (SMEs) are responsible for half of worldwide GDP But traditional banks have never seen small companies as profitable for ROI

FinTech services that suit the needs of SMEs:







P2P loans

bill management

finances of online providers





financial services for invoicing

ecommerce

"The Future of FinTech: A Paradigm Shift in Small Business Finance," World Economic Forum. Oct. 2015.

B2C Enabled

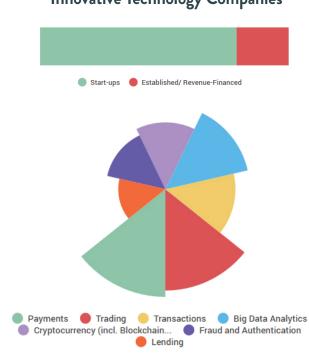
- Growing need for crossborder payment but currently expensive
 - FinTech making crossborder payment cheaper and more convenient, even for the unbanked
- Banks inefficient in international transactions because of lack of regulations
 - FinTech **blockchain technology** making financial business operations faster, more flexible, reliable, and cheaper
- Getting a loan can be difficult, timeconsuming and dependent on credit history
 FinTech enhancing P2P lending
- Traditional means of trade accessible mainly to professional brokers

FinTech developing easy-to-use **trading** and **algo-trading** solutions for private person

Sector Spread

300+

Innovative Technology Companies



FOREIGN INTEREST IN ISRAELI FINTECH

Investments rising fast

2014: 42 FinTech companies raised \$296 M

2015: 53 FinTech companies raised \$485 M

2016: 38 FinTech companies raised **\$523 M** (Q1-Q3)

Fintech R&Ds:









and many more...

Fintech Incubators/Hubs:









SPECIAL QUALITIES OF ISRAELI FINTECH



Expertise in real-time analytics, algorithmic, big data, risk management, anti-fraud

Second-time entrepreneurs experienced in building successful businesses





Community interaction of innovators through regular conferences and events

Israel as "beta site"—tradition of being a testing ground for innovation





Israeli presence in global financial services workforce: thousands of Israelis bring their experience in foreign markets to the Israeli arena

Presence of global financial institutions in Israel (R&D centers, accelerators)





Limited local market drives Israeli innovators to global milieu

Legacy of reliability and prowess in innovation attract investments and customers



Co-Founder of Viola Group and Carmel Ventures, Avi Zeevi, "How Israel Came to be at the Forefront of FinTech Innovation," Viola Notes. Aug 2015.

SNAPSHOTS OF SUCCESS

Major acquisitions

3 companies sold in 2014 for \$718M total
Ex: mobile paying app Check acquired by Intuit Inc for \$360M

5 companies sold in **2015** for **\$2.39B total**Ex: payment services provider **Fundtech** acquired by Canadian D+H for **\$1.25B**

"Fintech' Expansion Lures Foreign Banks to Israel," CNBC. 12Dec 2015.

Globally notable Israeli start-ups

















START-UP NATION CENTRAL

START-UP NATION CENTRAL IS YOUR BRIDGE TO ISRAELI INNOVATION.

Contact Start-Up Nation Central to help you to access the Israeli fintech ecosystem, and connect with the relevant start-ups and industry figures.

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