# GLOBAL FINTECH AND ASIA

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# GLOBAL STARTUP ECOSYSTEMS

1. Silicon Valley (USA)
2. London (UK)
3. Tel Aviv (Israel)
4. Los Angeles (USA)
5. Seattle (USA)
6. New York City (USA)
7. Boston (USA)
8. Toronto (Canada)
9. Vancouver (Canada)
10. Chicago (USA)
11. Paris (France)
12. Sydney (Australia)
13. Sao Paulo (Brazil)
14. Moscow (Russia)
15. Berlin (Germany)
16. Waterloo (Canada)
17. Singapore (Singapore)
18. Melbourne (Australia)
19. Bangalore (India)
20. Santiago (Chile)

## Tel Aviv

### Entrepreneurs' persona

| | | SILICON VALLEY |
|---|---|---|
| Age | 36.16 | 34.12 |
| Gender (F/M) | 9% / 94% | 10% / 90% |
| Education (dropout vs. master * PhD) | 3 : 7 | 1 : 2.5 |
| Serial Entrepreneur | 47% | 56% |
| Percentage of non-technical founding teams | 11% | 16% |
| Working hours per day | 9.42 | 9.95 |
| Percentage of founders who lived in SV | 13% | 100% |
| Motivation (product vs. impact) | 1.5 : 1 | 1 : 1 |
| Customer (B2B vs. B2C) | 1.6 : 1 | 2 : 1 |
| Market (new vs. niche) | 4 : 1 | 4 : 1 |

*Source: Global Innovation Report*

# THE GLOBAL FINTECH ECOSYSTEM

## Benchmarked ranking of FinTech ecosystems

| Region | 2015 rank by ecosystem Attribute | | | | Total points |
|---|---|---|---|---|---|
| | Talent<br>▸ Talent availability<br>▸ Talent pipeline | Capital<br>▸ Seed<br>▸ Growth<br>▸ Listed | Policy<br>▸ Regulatory regimes<br>▸ Government programmes<br>▸ Taxation policy | Demand<br>▸ Consumers<br>▸ Corporates<br>▸ FIs | |
| UK | 2 | 3 | 1 | 3 | 9 |
| California (CA) | 1 | 1 | 6 | 2 | 10 |
| New York (NY) | 3 | 2 | 7 | 1 | 13 |
| Singapore (SG) | 4 | 7 | 2 | 6 | 19 |
| Germany (DE) | 6 | 4 | 5 | 5 | 20 |
| Australia (AU) | 5 | 5 | 3 | 7 | 20 |
| Hong Kong (HK) | 7 | 6 | 4 | 4 | 21 |

*Ref. EY Report 2015*

# THE LEADING FINTECH REGIONS

## California

**"Established and efficient"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£4.7b | c.£3.6b | c.74,000 |

**Characteristics**

- Generational expertise from a relatively mature FinTech community
- Well-established interconnections and bridges within the FinTech ecosystem
- Benefits from a concentration of large VC funds with experience in FinTech investing

## New York

**"Proximity to expertise and customers"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£5.6b | c.£1.4b | c.57,000 |

**Characteristics**

- Close proximity to established financial market expertise
- Network of first-generation entrepreneurs with an abundance of innovative talent
- Strong presence of FinTech hubs (incubators and accelerators)

## United Kingdom

**"All rounder"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£6.6b | c.£524m | c.61,000 |

**Characteristics**

- Proximity to global financial hub offering a wealth of talent and expertise
- Supportive and progressive government and regulatory regime
- Effective network of FinTech hubs

*Ref. EY Report 2015*

# THE LEADING FINTECH REGIONS

## Germany

**"Large but complex"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£1.8b | c.£388m | c.13,000 |

**Characteristics**

- Significant investment in credit and lending FinTech (c.£298m); growing focus on B2B FinTech
- Complex start-up environment, with efforts under way to better integrate Berlin, Frankfurt and Munich

## Hong Kong

**"Potential"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£0.6b | c.£46m | c.8,000 |

**Characteristics**

- Relatively nascent, emerging market
- Emerging community of FinTechs focused on capital markets

## Singapore

**"Increasingly progressive regulatory regime"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£0.6b | c.£44m | c.7,000 |

**Characteristics**

- Preferred gateway into Asian market, given ease of doing business and English language proficiency
- Dedicated FinTech team in the Monetary Authority of Singapore (MAS) focused on establishing public and private partnerships for FinTech growth

## Australia

**"Up and coming"**

| Market size | Investment | FinTech staff |
|---|---|---|
| c.£0.7b | c.£198m | c.10,000 |

**Characteristics**

- Emerging FinTech ecosystem with high level of collaboration and recent government interest
- Recent c.£0.5b Federal Government commitment to innovation highlights growing prioritisation of agenda

*Ref. EY Report 2015*

# FUTURE VALUE TRANSFER SYSTEMS

**Industry Leaders and innovators in the world**

## Industry Leaders

- Oversight, guidance and thought leadership from **16 C-suite executives and 25 strategy officers of global financial institutions**

## Innovators

- In-person and phone interviews with **100+ innovative new entrants** and **subject matter experts**

*Ref. World Economic Forum Report*

# UK FINTECH

**$8bn INVESTMENT**
in global fintech forecast by 2018

**£20bn**
projected annual revenue of fintech sector

**51% GROWTH**
YoY since 2008 in the UK

**135,000**
employed in fintech in the UK

**3,000+**
fintech startups

**53%**
of European fintech deals take place in London

**46% GROWTH**
in London tech sector since launch of Tech City

**9 MONTHS**
for London fintech firms to reach **$1bn in 2014**

**6 MONTHS**
for London fintech firms to reach **$1bn in 2015**

**24 MOST SUCCESSFUL**
companies on the **fintech 50 LIST** based in London

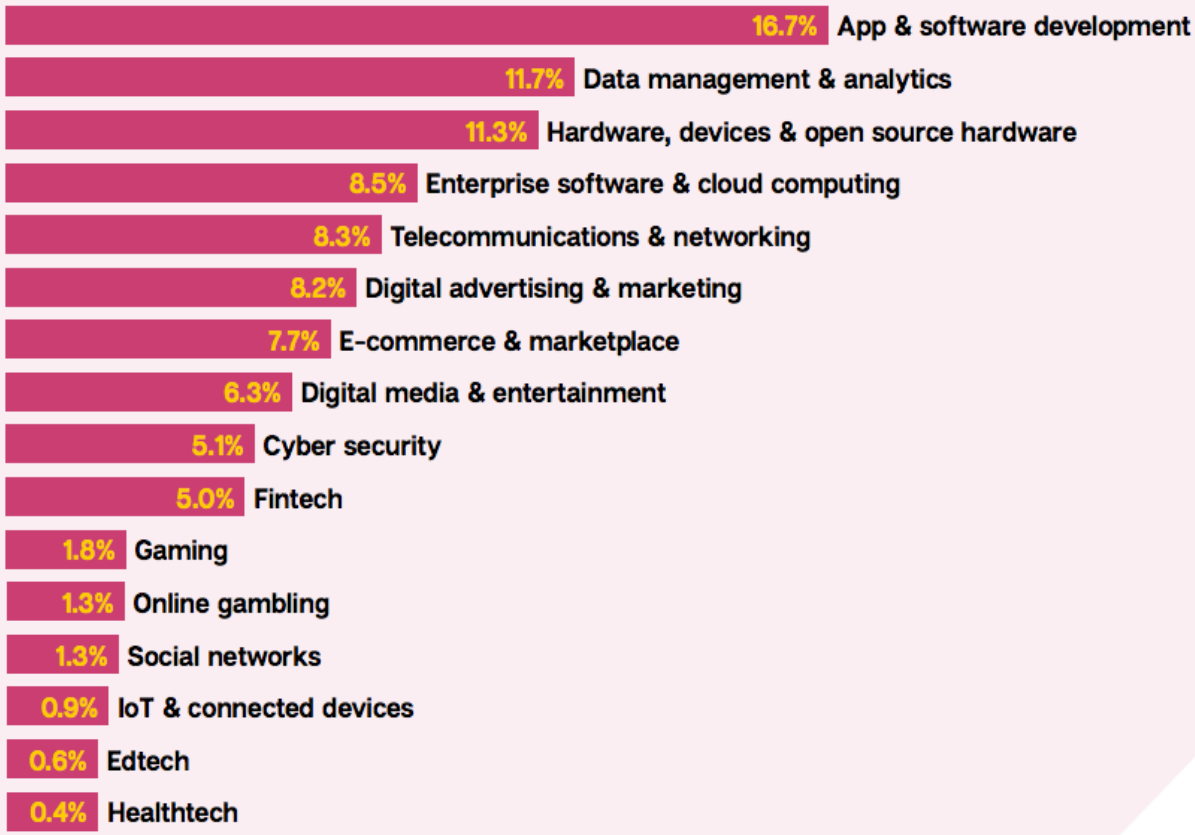
**44,000**
fintech Employees in London

# LONDON TECH CITY

- NOV 2010: TECHCITY ANNOUNCED BY PRIME MINISTER DAVID CAMERON
- FEB 2011: ERIC VAN DER KLEIJ APPOINTED CEO OF LONDON TECHCITY
- GOAL: GROW UK TECH CLUSTER AND REPUTATION GLOBALLY
- TODAY: OVER 15,000 TECH COMPANIES IN LONDON
- 5 MAJOR POLICY CHANGES: INCLUDING IMMIGRATION AND TAXATION  SUPPORTING SME COMMUNITY
- CISCO, FACEBOOK, GOOGLE, INTEL, MCKINSEY & COMPANY, BARCLAYS, KPMG, SILICON VALLEY BANK, AMAZON, BT, EE, QUALCOMM, BITCOIN, TRANSFERWISE, STREETBANK …
- CITY UNIVERSITY LONDON, LONDON METROPOLITAN UNIVERSITY, IMPERIAL COLLEGE LONDON, LOUGHBOROUGH UNIVERSITY AND UNIVERSITY COLLEGE LONDON

# TECH NATION – DIGITAL ECONOMY

**2. Sector specialisms of digital tech businesses (% breakdown)**

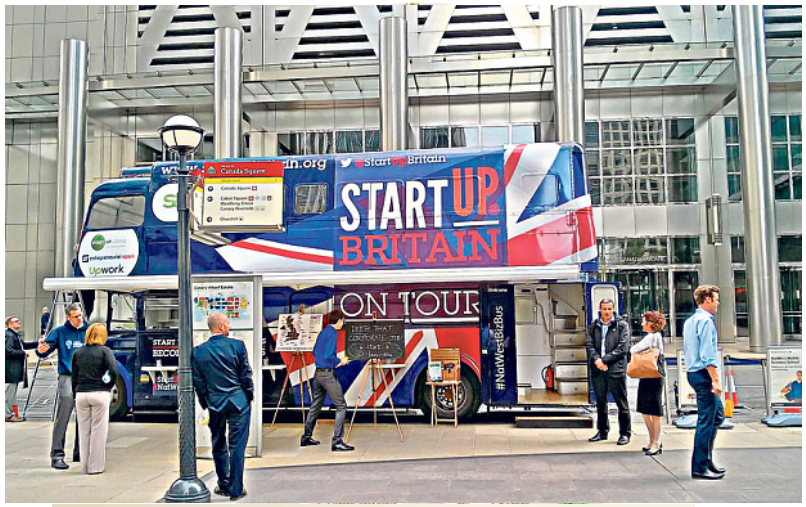



Tech City UK, Nesta, GrowthIntel, 2015

# Tech City, London – The Digital Capital of Europe

- Fast growing cluster of >1300 technology, digital and creative companies
- 40 shared workspaces, incubators & accelerators

# Tech City, London – The Digital Capital of Europe



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Google

amazon

Telefonica

Microsoft

BARCLAYS

twitter

# KEY ACCELERATORS

## Key Accelerators

## Business Angels, Venture Capitals, Clusters

- Strongest VC environment outside of the US
- Vibrant Business Angel community
- Fast growing start-up clusters
- Dedicated incubators & co-working spaces for start-ups in key clusters

# GOVERNMENT FUNDING

## Government Funding

Innovation Vouchers

CREATIVE WORKS

Innovate UK
Technology Strategy Board

Knowledge Transfer Partnerships

IC tomorrow
Enabling digital innovation

LAUNCHPADS

Smart

5~15K

25~60K

60~100K

£

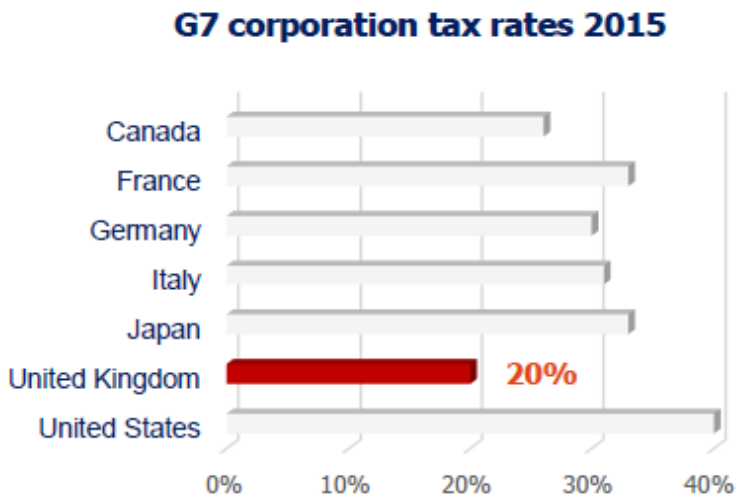
# Start-up loans

- Loan + mentorship for start-ups (<12 months trading in the UK)
- Loan paid back within 1 - 5 years.
- Loan based on need. Average ~£6k (based on business plan)

# UK Tax Incentive

**The UK Government is committed to creating the most competitive tax regime in the G20.**

- Corporation tax ***20%*** (Apr 2015)
- R&D Tax Credits
- Patent box
- Enterprise Investment Schemes (SEIS & EIS) & Venture Capital Trusts

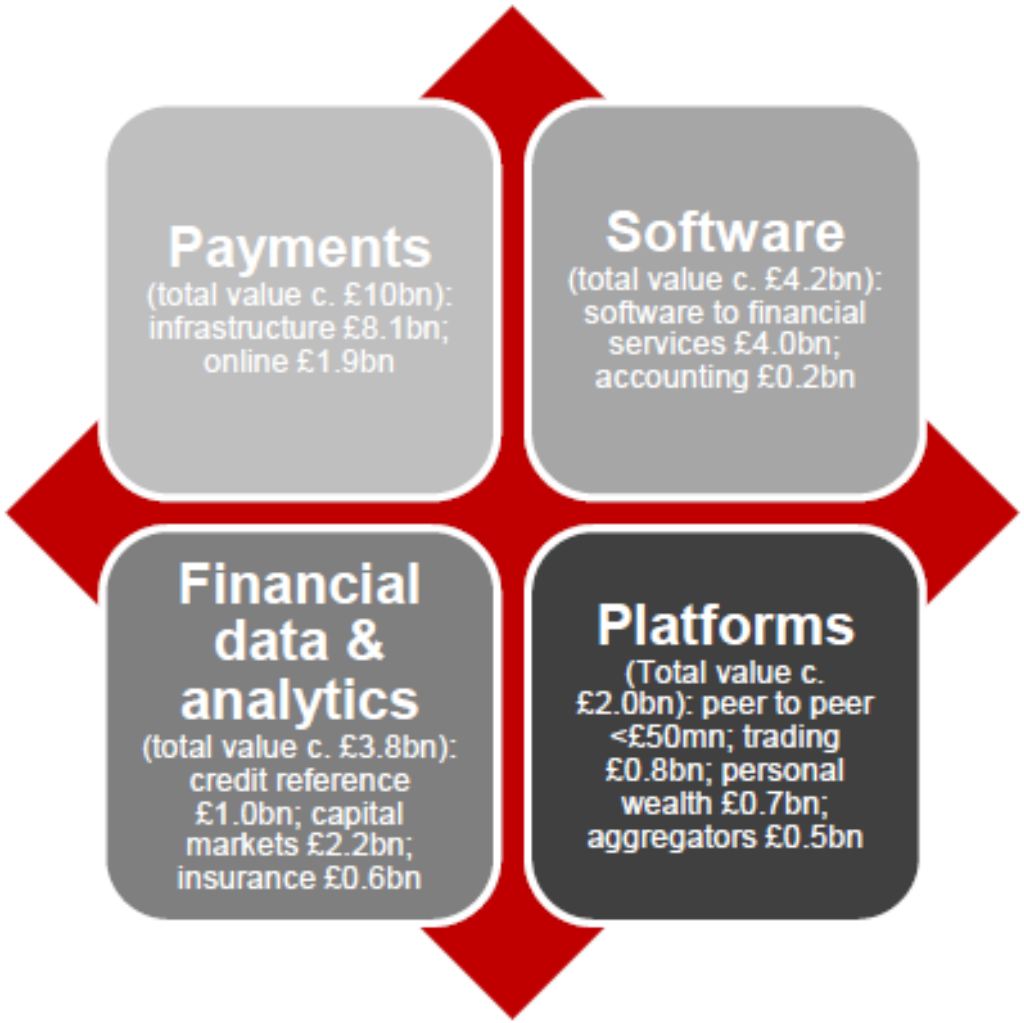


# WHY UK?

## The UK is the ideal base to do business

- Strong domestic market demand
- Business-friendly policy and practices
- A strong research base & world leading academic institutions
- Skilled people and large talent pool
- Easy access to Europe
- Takes just 13 days to set up a business in the UK
- Attractive tax regime
- Lowest barriers to entrepreneurship in the world

# UK FINTECH MARKET - SUBSECTORS



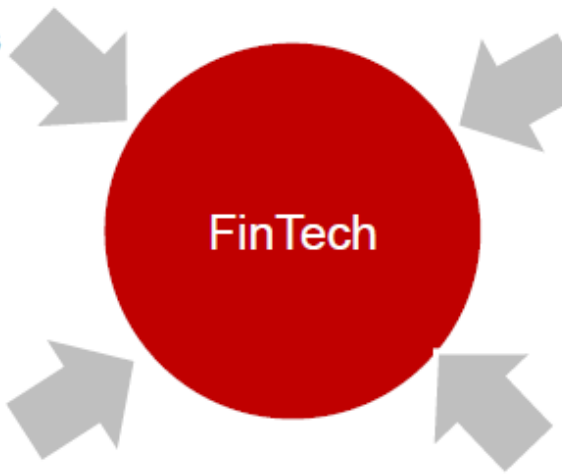

*Ref. UK Government 2015*

# STRONG FINTECH HUB

**UK's FinTech sector is growing fast, it's estimated to have expanded by 90% in 2015 to more than £1 bn and in 2016 it is expected to be worth £2.4 bn**

**London is a leading financial centre**
Every major bank and financial institution in the world has a presence in London[3]. London is home to 4 of the 10 largest banks in the world[4]

**London has a strong technology cluster**
London's established digital tech cluster continues to grow with an anticipated annual increase of 5.1% for the next 10 years[2]




**London is the home of European Headquarters**
The capital has attracted three times more European headquarters than any other European city since 2003[5].

**London has a large creative talent pool**
London's creative industries in 2013 employed 518,000 people[1]

# MAJOR EVENTS & MEETUPS FOR THE GLOBAL FINTECH INDUSTRY

**Finovate Europe**
On February 10 & 11, 2015, Finovate returns to London with FinovateEurope, a two-day showcase of the latest and greatest financial and banking technology innovations from leading established companies and hot young start-ups

**FinTech City**
The team behind the FinTech50 organise events for European FinTech companies to engage with funders, investors, buyers and acquirers

**Innovate Finance Global Summit 2015**
The inaugural Innovate Finance Global Summit 2015 on the March 9th will bring the biggest influencers in finance and government together with the greatest social visionaries, educators and innovators to discuss the ways we can create a more substantial financial services sector that offers better services and better choices for everyone

**New Finance**
The Leading Global Financial Technology (FinTech) Innovation Network is a global network of over 2500 professionals actively involved in Financial Innovation through Technology who regularly meet up in London

# THREE BIG LONDON FINTECH ACCELERATORS

L39 FinTech Innovation Lab

A selection of FinTech Innovation Lab London participants:

Kibao know your money
waratek
BehavioSec
DIGITAL SHADOWS
calltrunk
CROWDROOSTER
GROWTH INTELLIGENCE
PIREAN

startupbootcamp FinTech

Entrants to 2014 programme:

creditable
epiphyte
friendly score
LIQUITY
milliPay
tab.
M-Changa
INVOICE SHARING
INSLY

Barclays Accelerator
Powered by techstars

London specific entrants to 2014 programme (5 out of the 11 selected):

CROWDESTATES
aire
Virtual View App
trium
WageVance

# ABOUT XNTREE

- XNTree is a global innovation and economy enabler, and a leader in innovation delivery, new venture development and ecosystem creation in Level39. XNTree was founded in 2016 and aims at expanding the success model of Level39 and Cognicty(Smart City Challenge) to Asia and apply the similar model to the Asian market.

- XNTree is now planning to establish ‘Technology Innovation Hub Asia” in Seoul, Korea and open in 2016, by the support of the local government and Asian IT & Financial service companies. Meanwhile, XNTree established a strategic partnership with ‘The Floor’, Israeli FinTech Cluster and ‘T-Factor’, Technion University. Besides, XNTree also signed on MoUs with Financial Services Commission (FSC) and Seoul Metropolitan Government (SMG) in 2015 to enhance the ecosystem of Fintech and Smart City .

- XNTree believes that it will make bring the great success in nurturing the Asian innovative startups in the next few years as it did with Level39 and Cognicity in London. XNTree initiated the program in Asia in 2016, partnering with Korea Electric Power Corporation (KEPCO), BNK Financial Group, Hansol Textile and some municipality government in South Korea.

- XNTree has a broad network of the mentors in the field of Fintech, smart city solution and high-tech and has recently appointed Mr. Eric Van der Kleij, former CEO of London Tech City and former Head of Level Level39. He is currently Chairman of UKTI Advisory Group in Fintech and Blockchain.

**CANARY WHARF FINANCIAL DISTRICT**

TECH CITY UK

## IMPACTS

**15,000+**
tech companies in London (today)

**5 MAJOR POLICY CHANGES**
Including immigration and taxation supporting SME community

L39

## IMPACTS

**180+**
members

**600** events hosted
**60,000** visitors

**92**
jobs created

INNOVATE|FINANCE

## IMPACTS

Global trade & Investment missions to Europe, Asia and North America

**120+**
members

COGNICITY
CANARY WHARF

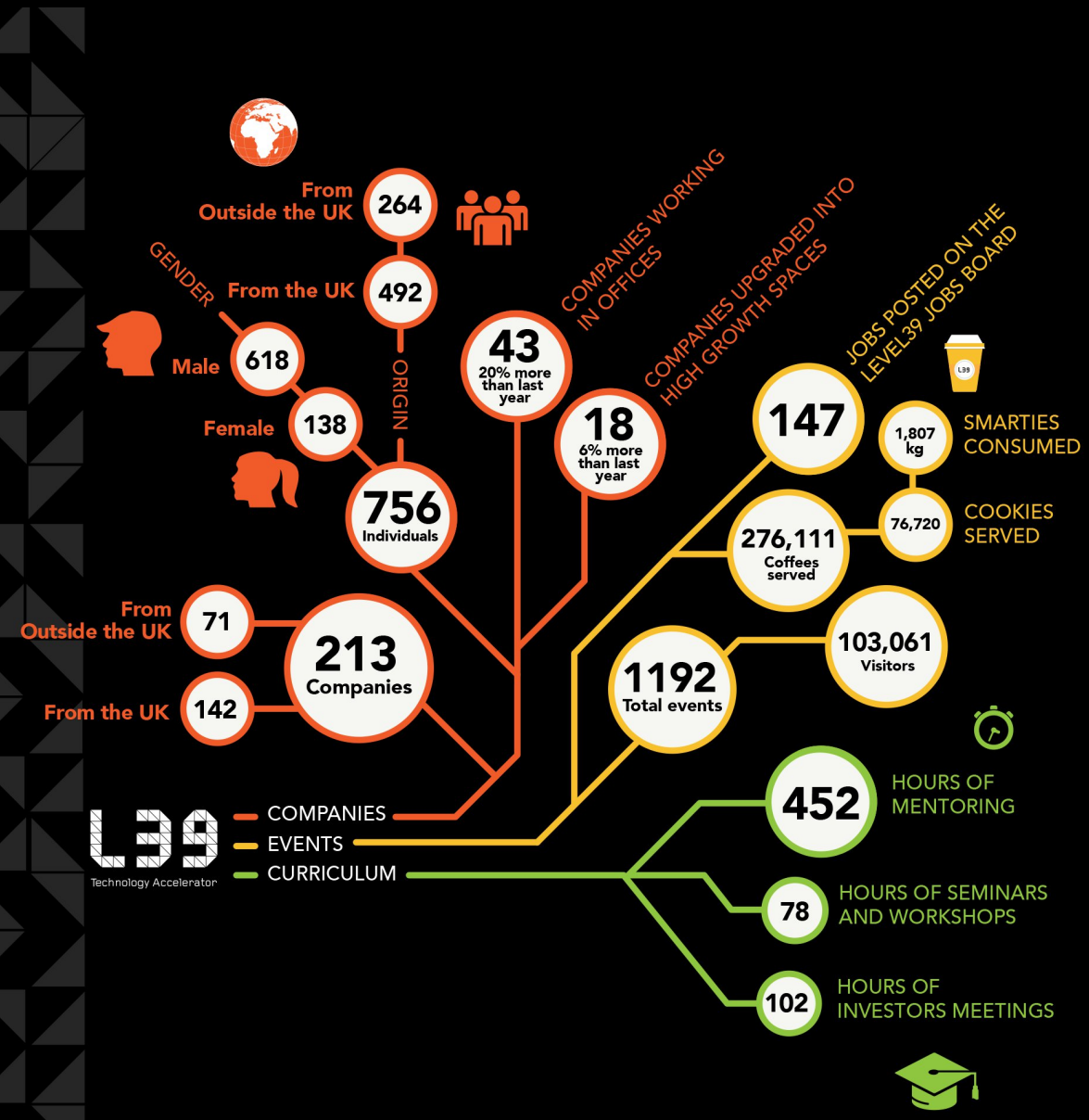
## IMPACTS

**12 + 2**
pilots projects created
commercial deals

**36**
innovators established relationships with CWG (reforming procurement)

CWG positioned as smart cities thought leader

"THE UK AND IRELAND IS NOW THE FASTEST-GROWING REGION FOR FINTECH INVESTMENT" *

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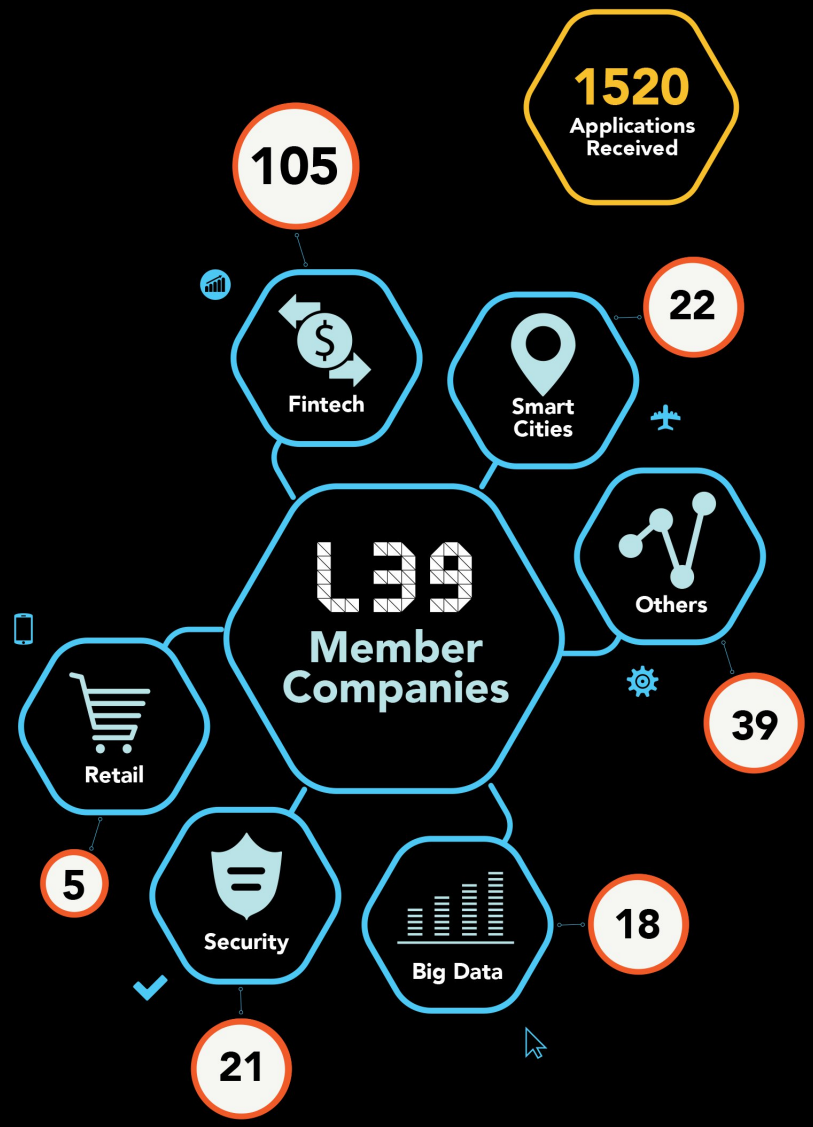



DATA CORRECT AS OF FEBRUARY 2016

# KEY SUCESSES

THE LAB

$x^n$Tree

DATASIFT

markit

digital shadows_

eToro
Trading Starts Here

TransferWise

PIREAN

# Our Facilities

## The Pantry

- Visitor and member WiFi
- Refreshment and tea/coffee
- Cookie Bell
- Printing

## Offices

- Designed for 4-10 people
- Designed for 10-40+ people on our High Growth Spaces
- Dedicated phones
- Mailing access
- Pigeonhole
- Access to ClubLounge39

## Desk Area

- Hot desks and fixed desks
- Increased privacy
- Mailing address
- Stunning views over London

## Sandboxes

- Sandbox 1 - Boardroom
- Sandbox 2 - 40 person capacity
- Sandbox 3 - 40 person capacity
- Sandbox 2 & 3 combined - 80 person capacity
- Open for public hire
- Equipped with high-definition screens and resident PC

## Space39

- 220-seat capacity
- Two 60-inch screens
- Lecterns and microphones
- Full AV functionality
- Stunning view over London

## ClubLounge39

- 50-person dining capacity
- #LateThursdays evening event
- Serviced meeting room
- Full breakfast and lunch service
- Full bar with signature cocktails

# Our Ecosystem

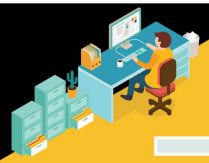
Level39 provides a structured ecosystem to enable companies to retain their membership throughout every stage of their growth. All members go through a selection process involving a product demo and founder interview.

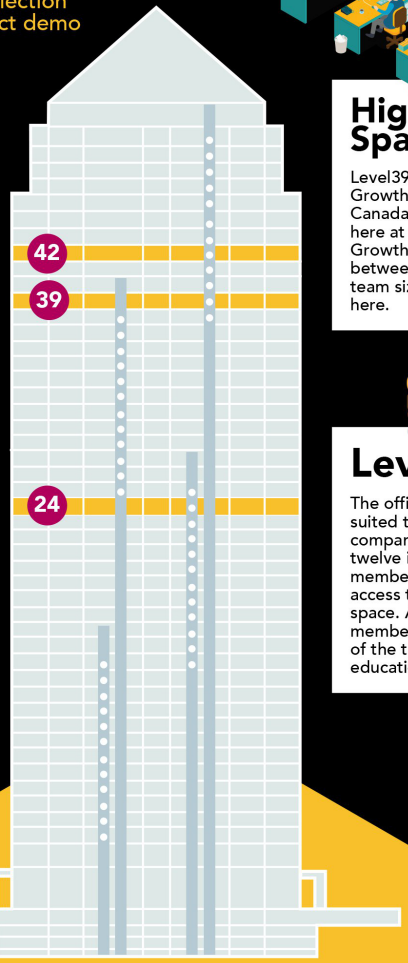
## Pantry

Young companies, and companies who are making their first moves in the UK market, can take a low risk, low commitment membership as a drop in member. Members have access to the Pantry, and to all of the educational curriculum organised by the team.

## Desk Members

Both Hot Desk and Fixed Desk members have twenty-four hour access to the shared workspace area. Fixed Desk members often make their desks their own, by adorning them with monitors, laptops and other accoutrements. Hot deskers are able to flit from desk to desk. All members have access to the educational curriculum.






## High Growth Spaces

Level39 now has two High Growth Spaces in the One Canada Square building here at Canary Wharf. Growth companies that are between eight and fifty in team size can find a space here.

## Level39

The offices on Level39 are suited to member companies from four to twelve in team size. Office members are able to access their own private space. As with all Level39 membership, all members of the team can access the educational curriculum.

## Long term

When a tech company reaches a certain size, it becomes more viable for them to fly the nest and take a longer lease on space anywhere on Canary Wharf, after a chat with our parent company, Canary Wharf Group. Security company Pirean did exactly that in March 2014.

- 42 High Growth Space: 42
- 39 Level39
- 24 High Growth Space: 24

# TECHNOLOGY SCOPE AT THE HUB

## THE SCOPE OF TECHNOLOGY IN XNTREE'S TECHNOLOGY INNOVATION HUB ASIA

- Payment
- Authentication
- Financial Solution
- Software
- P2P Lending
- Crowdfunding
- Cryptocurrency
- F/X
- Proprietary Trading
- Data Analytics
- Blockchain
- Remittance
- Robo-advisor
- Financial platform
- Internet primary bank
- Regulation Tech
- Personal financial management

**Smart Industry (Future City)**

**Design**

**FinTech**

**Game, Media and Entertainment**

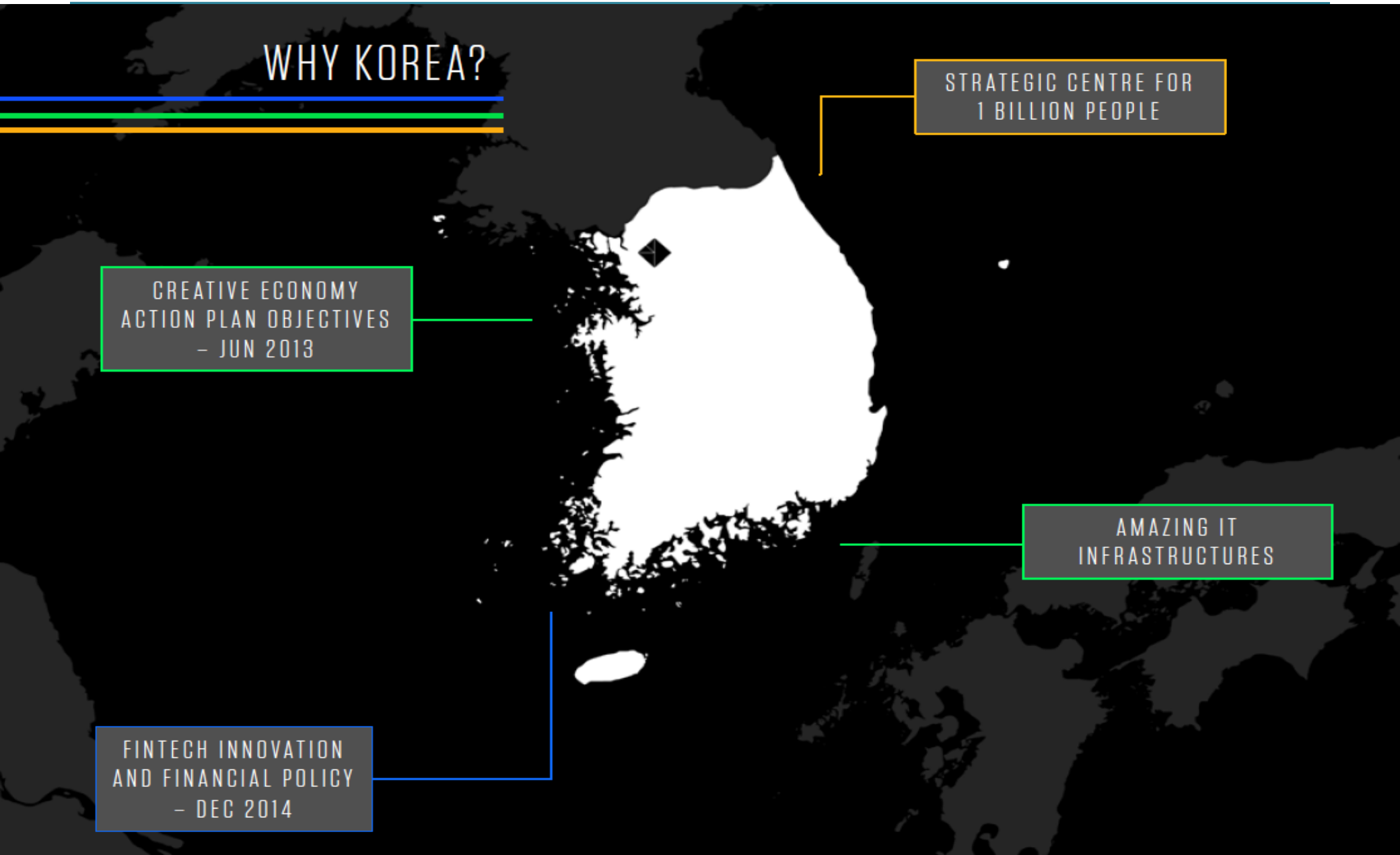
**E-Commerce & Logistics**

**Science, Environment & Technology**

- Integrated Transportation
- Cleantech & WasteTech
- Cyber Security
- Smart Factory & Automation
- Smart Energy & Entergy Grid
- Mobility & Electric Car Sharing
- Sustainable Building(Home)
- Smart Surveillance & Security
- Food Design & Food Tech
- Fashion & Wearable Tech
- Sports Tech & Solution
- Game Contents
- VR/AR/Digital Tech
- Entertainment Tech
- E-Commerce Solution
- Big (Smart) Data
- Education Tech (EdTech)
- Robotics
- Smart Healthcare & BioMed
- Material & Resources
- Aerospace & Drone

*** XNTree will focus on Fintech & Smart Industry sector in the first stage.*

# OPPORTUNITY: XNTREE ASIA

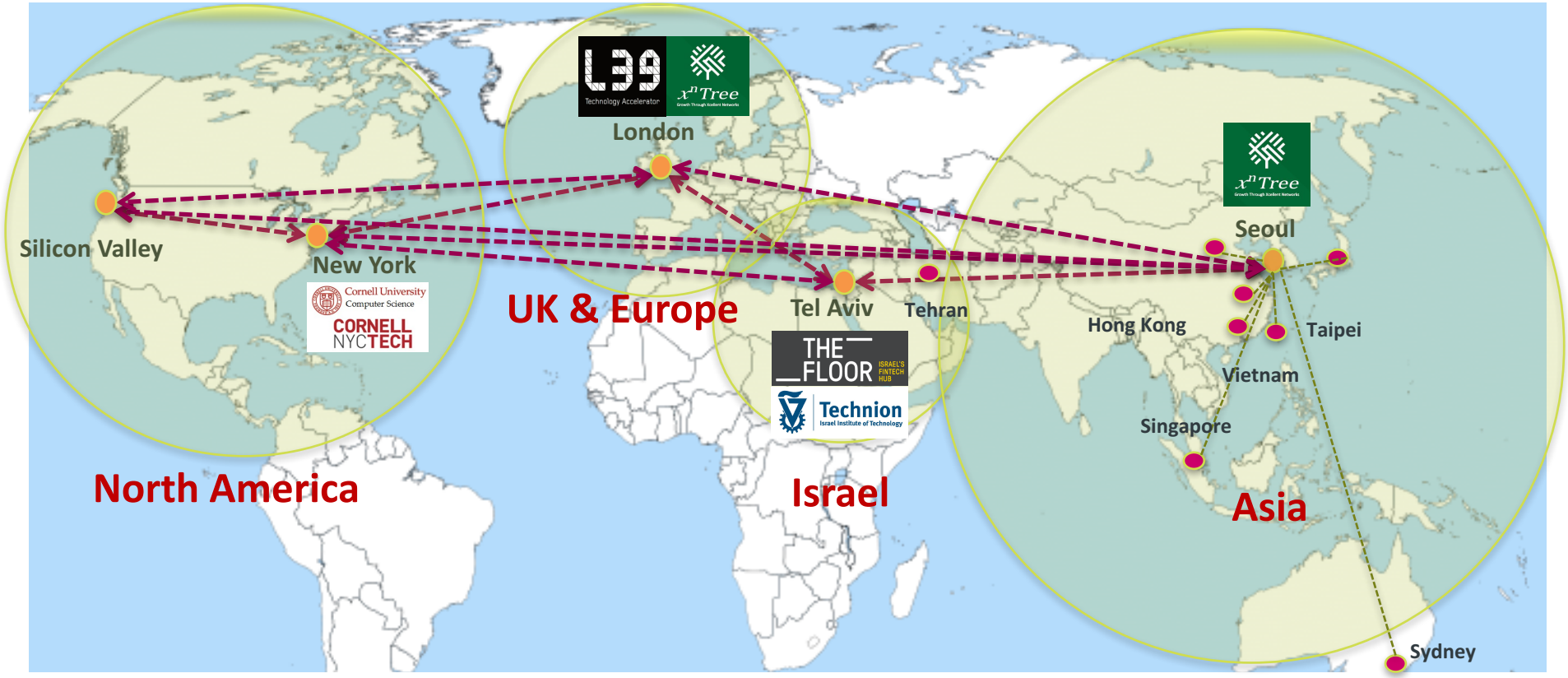


# XNTREE ASIA LAUNCHING

# GLOBAL NETWORKS

**OUR GLOBAL NETWORK THROUGHOUT HUBS: EUROPE, ASIA, ISRAEL AND NORTH AMERICA**

- ★ London & Europe: **Level39-XNTree**
- ★ Seoul & Asia: **XNTree**
- ★ Tel Aviv & Israel: **Technion University / The Floor**
- ★ New York & North America: **Cornell Tech**



# ACTIVITIES: TECHNOLOGY INNOVATION ASIA

| Theme | Notes |
|---|---|
| **Technology Accelerator for the startups** | • Nurturing the Asian Tech startups – 100 Smart City solution startups<br>• 12-week Batch program (starting from Q4, 2016)<br>• Less than 15 startups will be selected through the application.<br>• About 40~50 startups per year will go through the accelerator program.<br>• 10 ~ 20% startups will be advanced to 'High-growth' stage at Demo-Day. |
| **High-growth Accelerator for the client** | • Bespoken programs for the corporate clients<br>• Creating in-house innovative startups and technology IP<br>• High-ROI return to the client in 3 years |
| **Technology Innovation Asia** | • Deal-making platform between the startups & Industry (Fintech & Smart City)<br>• Annual expo and conference, starting from Q1, 2017 |
| **'Future City' Challenge** | • Smart City Challenge program in Asian major cities<br>• Work closely with the federal and municipality governments.<br>• Bespoken programs for the city & the clients.<br>• Nurturing the startups that provide a variety of contents for the smart city platform. |

# ACTIVITIES: TECHNOLOGY INNOVATION ASIA

| Theme | Notes |
|---|---|
| **Innovation Round-table Summit** | • Periodic round table seminar among the government regulator, corporate members (the client), startups, lawmakers and XNTree to discuss and find a solution to help the ecosystem of the startups better. |
| **The Lab** | • R&D Lab that creates a state-of-the-art technologies on demand.<br>• Developing 'Intellectual Property' and patents in the area of Block Chain, IoE, Retail, Wearable Device, Fashion, Bio, Healthcare, Water Treatment, Robotics, AI, etc. |
| **Global Innovation Syndicate Fund** | • Raising the blind fund on High-tech startups and unique technologies<br>• XNTree operates the fund as a GP<br>• Anticipated size of the fund in 2017: US$150M +<br>• LPs from the investment bank, pension fund and family business in London, Luxembourg, China, New York, and Seoul |

# SUCCESS STORY: CORPORATE PROGRAMME CASE

## EY *STARTUP CHALLENGE 2014*

Building a better working world

www.ey.com/startupchallenge

**Background**:

- Changing EU regulations have created complexity for large corporations around managing client data and information security across different jurisdictions. XNTree was asked by the executive leadership at EY to design and co-deliver an innovation programme to help it identify solutions that EY could offer its own clients within information security

**XNTree Programme**:

- Development of the innovation programme curriculum with a focus on commercialising new solutions
- Advising and supporting EY in executing workshops relevant to startup growth, challenge-focused mentoring sessions between EY partners, EY clients and industry experts, and EY client related open office hours
- Facilitated the strategic orientation of participating startups, the programme direction and provision of necessary resources to create a flourishing environment

**Stakeholder benefits of the programme:**

- 7 finalist startups, each with team of 3-8 people: Sedicii, Mentat Innovations, My Gravity, Exonar, Privately, Yambina, QoiD
- 4 startups developed client relationships during or after the programme
- 1 company secured a partnership with EY to distribute their solution directly
- Positioned EY as a leader for innovative solutions in a rapidly changing market

# SUCCESS STORIES: LEVEL39 STARTUPS

## Payments

| | | |
|---|---|---|
| | doPay helps corporates to calculate and deliver their payroll and unbanked employees to receive their salary through a doPay payroll card and mobile payments app. | CEO: Frans Von Eersel<br>**$2M Seed** |
| BOLT | Payment gateways, the systems used to transact a payment, do not work in isolation. Bolt is a broad purpose, powerful yet easy platform, that delivers 'turn-key payment functionality' | CEO: Alethea Taylor |
| | Pollen is a cross-border global payments company designed for mass payments.They enable companies to collect and pay funds quicker, cheaper and more transparently than the banks, and offering payees the most diverse choice of payment, ranging from bank account to prepaid card to mobile phone. | CEO: Benji Wakeham |
| VoguePay SECURE PAYMENT PROCESSOR | Providing individual and business merchants an opportunity to receive and make payments online. Acting as a payment bridge between Africa/Middle-East and the western markets to transact without directly using their card or banking details | CEO: Geoffrey Weli |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Payments

| | | |
|---|---|---|
| peerTransfer | To help facilitate the payment process for the student, as well as the reconciliation process for the schools, peerTransfer has developed a secure and efficient solution for international student payments that saves each entity a significant amount of time and money. | Founder: Iker Marcaide<br>**$43M Series D** |
| transferGo | pure play digital remittance company for migrants workers, with proprietary clearing infrastructure, ensuring the most convenient way to send money abroad.<br>Currently operating in 21 countries, we're expanding quickly across Europe and beyond. | CEO: Daumantas Dvilinskas<br>**$1M Seed** |
| MY PINPAD | global e-commerce and m-commerce software payments and solutions provider with proprietary software solutions that enable secure transactions on unsecured electronic devices such as mobile phones, tablets and personal computers | CEO: Allan Syms |
| ringpay | Ringpay enables users to turn your phone into a wallet and a POS. With Ringpay, anyone can pay anything just with a mobile phone. No need for cash. Ringpay provides shops with a POS and a prepaid system, without any cost of infrastructure | CEO: Michele Silletti |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Data Analytics

| | | |
|---|---|---|
| DATASIFT | A data analysis company that provides developers and third parties with access to Twitter, Facebook and other social data sources, and allows clients to perform deep data analysis and monitoring of social media and news sources. FKA: Mediasift Inc. | CEO: Nick Harstead<br><br>영국과 미국 콘소시엄으로 **$71M 투자 유치**<br><br>**UNICORN Club** |
| Prophis | A financial risk management software platform, to fundamentally change and dramatically improve understanding of the risks present in individual financial institutions as well as in the financial system as a whole. | CEO: Charles Pardue |
| heckyl | Has a Real time discovery engine that analyses millions of financial data points (News ,Market Data, Proprietary research), and help traders to understand the past, analyse the present and get great insights into future events, to help them stay ahead of the curve. | CEO: Som Sagar<br><br>**$4.5M Series B** |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Cyber Security

| | | |
|---|---|---|
| PIREAN | Pirean are recognised leaders in Identity and Access Management solutions, delivering industry best practice and expertise through a unique Software, Consulting and Support Services blend.<br>* Product distribution strategy: Direct to Consumer (B2C), Direct to Business (B2B) | Founder: Stuart Wilson<br><br>Level39에서 처음 졸업한 성공적인 핀테크 기업<br><br>**UNICORN Club** |
| PixelPin | Secure, private and usable cross platform authentication for the users. using personal pictures to replace passords | CEO: Brian Taylor |
| digital shadows_ | Cyber situational awareness that protects against cyber attacks. Digital Shadows provides cyber situational awareness that helps organizations protect against cyber attacks, loss of intellectual property, and loss of brand and reputational integrity | Founder: Alastair Paterson<br><br>**UNICORN Club** |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Trading/Service

| | | |
|---|---|---|
| eToro Trading Starts Here | eToro is a social trading and investment marketplace allowing users to trade currencies, commodities, indices and stocks. eToro is the world's largest social trading and investment network, offering traders easy access to the currency, commodity & equity markets. | CEO: Yoni Assia<br>**UNICORN Club** |
| YODLEE | Yodlee created the industry's most scalable and robust personal finance data platform for powering innovation in financial services. Used by over 700 leading financial institutions and companies and more than 50 million consumers.. | Owner: ENVESTNET<br>**$128M 투자 유치** |
| SEEDRS | an equity crowdfunding platform for investing in startups and later-stage business throughout Europe.<br>The platform offers three types of campaigns for investment-equity, funds and convertible campaigns. | CEO: Jeff Lynn<br>**UNICORN Club** |
| city FALCON | provide next generation, market leading solutions for a portfolio of stocks, foreign exchange and commodities | Founder: Luzbeh Bacha<br>**$300M 투자 유치** |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Banking/Invest

| | | |
|---|---|---|
| Revolut PERSONAL MONEY CLOUD | Revolut allows users to exchange currencies at interbank rates, send them through social networks, and spend with multi-currency card accepted anywhere. All is done with the touch of button, through beautiful mobile application. | CEO: Nickolay Storensky<br>**$1M Seed** |
| AMP CREDIT TECHNOLOGIES | Advanced Merchant Payments enables banks, merchant acquirers, and other financial institutions to profitably offer short-term unsecured loans to their under-served small business customers.. | CEO: Thomas J DeLuca<br>**$5M Series A** |
| Bankable | Bankable is a global architect of innovative payment solutions for corporates, banks and retailers. Bankable's solutions, including e-wallets, m-wallets, remittance services, P2P money transfers, and prepaid card programmes | CEO: Eric Mouilleron |
| Closir | Closir is an online platform that allows investors to connect with corporate investor relations teams in emerging markets. Investors can receive real-time strategic intelligence from companies, discover new investment opportunities and organise meetings, calls and other events using simple corporate access technology. | CEO: Michael Chojnacki |

# SUCCESS STORIES: LEVEL39 STARTUPS

## Financial Service

| | | |
|---|---|---|
| invoke REGULATORY REPORTING | Invoke is a specialist provider of IT solutions for financial, fiscal and regulatory reporting. Invoke develops reporting solutions for business performance management, finance and accounting departments, external reporting, regulatory authorities and financial analysts. | |
| | Myriada Systems produces the most valuable forecasts of economic trends, company growth and forthcoming data releases within the finance and corporate world.<br>Via mobile/web applications, the technology aggregates and systematizes the individual insight of investors, corporate strategists and proven predictors and returns collective and highly monetizable forecasts. | CEO: Arjun Hassard |
| utilidex | Utilidex enables users to manage their energy and FX costs. Utilidex's new Energy Scoreboard product better enables users to identify and analyse all areas of energy exposure. | CEO: Richard Brys |
| Asset Mapping | Asset Mapping is an open platform that enables real time visualisation and monitoring of assets within the built environment. Asset Mapping delivers significant savings in building management and energy costs. | CEO: Bill Clee |

# XNTree

## XNTree TECHNOLOGY INNOVATION HUB ASIA
## LAUNCHING CEREMONY & TECH ASIA CONFERENCE

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Growth Through Xcellent Networks