

The Israeli FinTech Industry In a Nutshell



Introduction

The Fintech sector in Israel has been blooming for several years. What started out as a 90 start-ups sector grew to hundreds of companies utilizing cutting edge technologies and unique business models (with over 60 companies using / developing Blockchain technology and exclusive knowledge in the Cybersecurity space). A willingness of large financial institutions to let Fintech start-ups test products, support from dedicated accelerators and hubs, and a strong & vibrant community make Israel in general and Tel-Aviv in specific, one of the leading Fintech hubs in the world.

500+ FinTech companies

\$4B total acquisitions and fundraising 2014 - 2017

80% are located within the TLV financial hub area

52% have 10 employees or less



Industry Core Strengths

Local Industry Unique attributes

- Skill
 - Creativity
 - Deep Knowhow in Peripheral Fields (Cyber, Mobile and more)
 - Risk Taking Spirit
 - Proven Track Record
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Supportive Eco – system

Dozens of Fintech-oriented local accelerators and VCs, notable government support and strong presence of multinational financial leaders.



Payments

- P2P
- Point of Sale
- B2B
- Digital Wallet

Sample Company: *Payoneer*

Founded: 2005

Core business: Platform for cross-boarder b2b payments.

Notable achievements: \$234M fundraising (\$180M in 2016). 4M users. 150 currencies. Clients include amazon, google & Airbnb.

Lending & Financing

- Micro Lending
- P2P platform
- Crowed Funding
- B2B Debt
Financing

Sample Company: *BLUEVINE*

Founded: 2013

Core business: Debt Financing for SMEs.

Notable achievements: \$318M fundraising (\$130M in 2017). Backed by Citi bank (and other FIs). Client's financing process is approved within a single day. Has been named Best Business Finance Provider in North America at the 2017 Trade Finance Global Awards.

Blockchain & Virtual Currencies

- P2P
- ICO
- Blockchain

Sample Company: *COLU*

Founded: 2014

Core business: Blockchain based digital wallet and virtual “local” coins.

Notable achievements: \$26.6M fundraising (\$14.5M in 2017). Local coins can be currently used in Tel Aviv (“Pishpeshekel”) Liverpool (“Liverpool Pound”) and East London (“Local Pound”) with total of 100,000 users and 85,000 monthly transactions.

Wealth Management & Capital Markets

- Robo Advisors /
Algo Trading
- Personal Finance
Management
- Investment
Platforms

Sample Company: *OURCROWD*

Founded: 2013

Core business: Global equity crowdfunding platform for accredited investors.

Notable achievements: \$500M assets under management. Network of 20,000 accredited from 112 countries.

Insurtech

- P2P Insurance
- Digital Insurance
- Data & Risk Analytics

Sample Company: *LEMONADE*

Founded: 2015

Core business: Property and home insurance. Powering a totally new business model with AI and behavioral analytics technology to disrupt the industry, resulting in client onboarding process that takes 90 seconds and claim approval & payment that takes 3 seconds (after been checked with 18 fraud algorithms).

Notable achievements: \$180M fundraising. 15,000 clients.

Regtech

- Compliance
- Fraud Prevention & Authentication
- Tax Efficiency

Sample Company: *VATBOX*

Founded: 2012

Core business: Maximizing returns while minimizing hustle and costs through VAT process automation.

Notable achievements: \$44M fundraising. 1500 clients from 40 countries.

AI, Big Data & Analytics

- Risk assessments
- Fraud prevention
- Market prediction
- Customer engagement optimization

Sample Company: *WINDWARD*

Founded: 2010 by two navy officers

Core business: Tracking every ship at sea – hundreds of millions of data points a day, continuously, and using AI to build risk profiles to individual ships based on their actual behavior, and to gain high-level understanding of global commodity trade flows.

Notable achievements: \$15.8M fundraising. Investors / advisors include General David .H Patreus (ret.) - former head of CIA, Lt. General Gabi Ashkenazi (ret.) – former IDF Chief of Staff, and Dan Senor – co-author of “Start-Up Nation”.

Thank you

