

September 2021

# Atlanta's Technology Executives Roundtable

**Eleventh Annual  
John Imlay Leadership Award Ceremony**  
*In Honor of Kelly Gay, Chairman/Board Director/CEO*

---

*Please hold until  
the session begins*

TEER | Technology Executives Roundtable



# Rob Pinataro

President, Technology Executives Roundtable  
CEO, Payspan, Inc.

**Your Forum**

**Candid discussion**

**CEOs, CFOs & Investors**

**Subject Matter Experts**

**Complex leadership issues**

**Share, challenge & test ideas**

# ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

## SPONSORS



# Thank you to our generous ATL sponsors

- Arketi Group: Digital Marketing for B2B tech companies
- Dualboot Partners: Business and software development (new 2022)
- Frazier & Deeter: Accounting & Advisory
- Morris, Manning & Martin: Full-service law firm
- Sterling Seacrest Pritchard: Insurance and risk mgmt services
- Truist Bank: Full service corporate/ investment banking
- Wm Leonard & Company: Real estate specialists for high growth companies

## SPONSORS



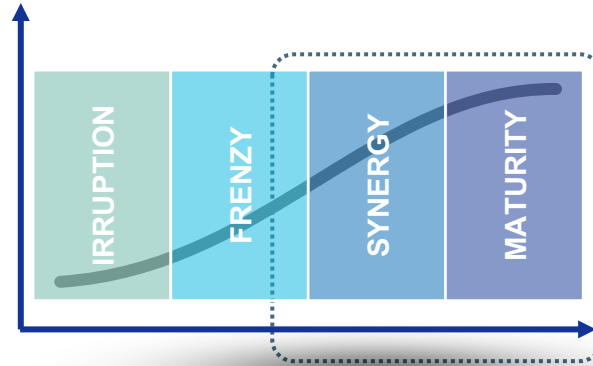


# TTV Capital

November 2021

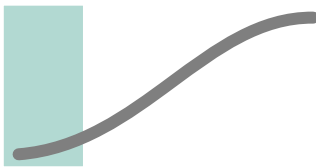
**ttv**capital

# Evolution of Fintech Enablers



**TTV Capital  
Core Focus Areas**

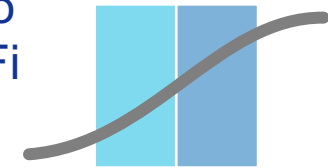
Quantum Computing



Blockchain



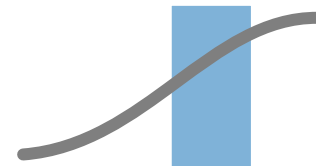
Crypto & DeFi



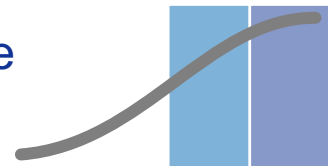
AI/ML



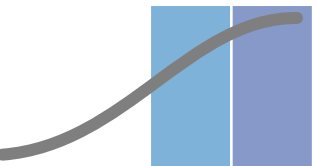
Big Data



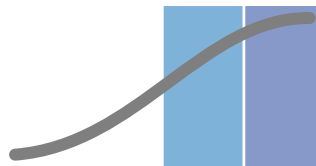
Mobile



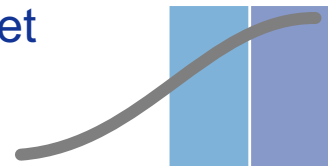
SaaS



Cloud



Internet



# Financial Services Opportunity

## Market Size & Dynamics<sup>1</sup>

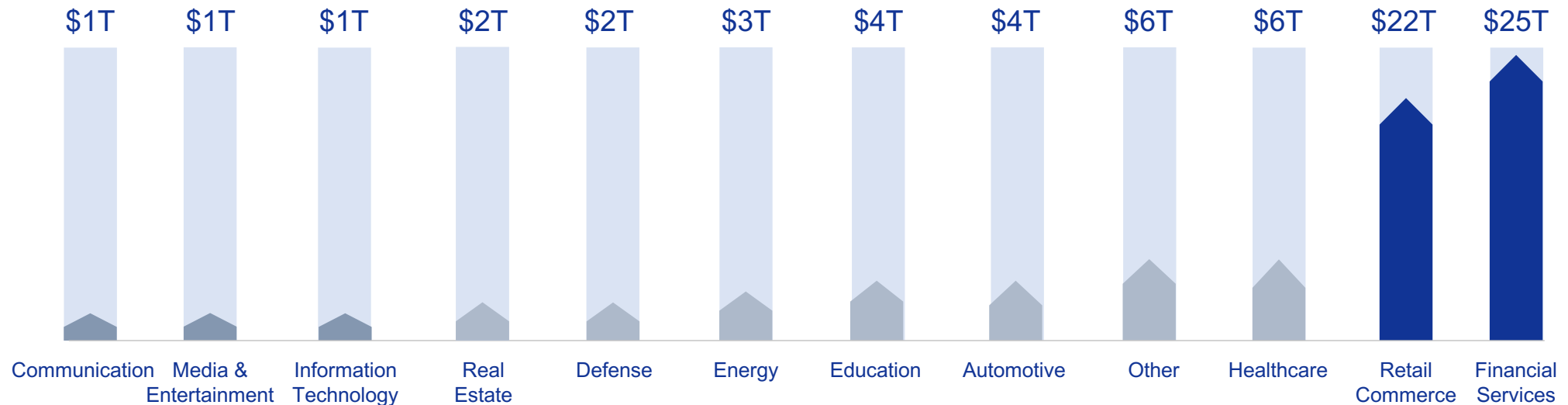
**10,000+**  
Banks and Financial  
Institutions in the U.S.

**175B+**  
Non-Cash  
Payments  
Processed Annually

**2.2%+**  
5-Year  
CAGR,  
2016-21

**8.8M+**  
People Employed in  
the U.S. Financial  
Services & Insurance  
Sectors

## Technology Impacting Every Sector Annual Global GDP<sup>2</sup>



(1) Sources: IBISWorld, BLS, Federal Reserve  
(2) Derived from JP Morgan work product, Oct 2015

# Atlanta – Competitive Advantage

Why We Win



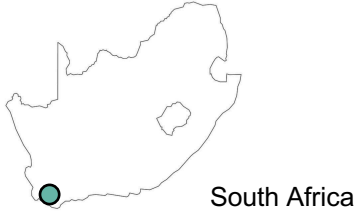
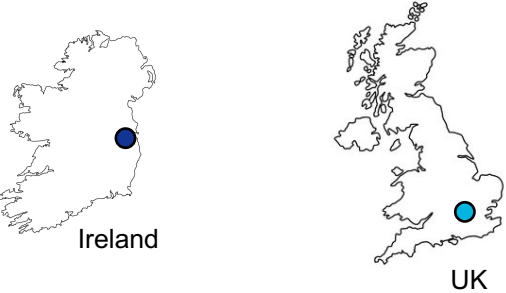
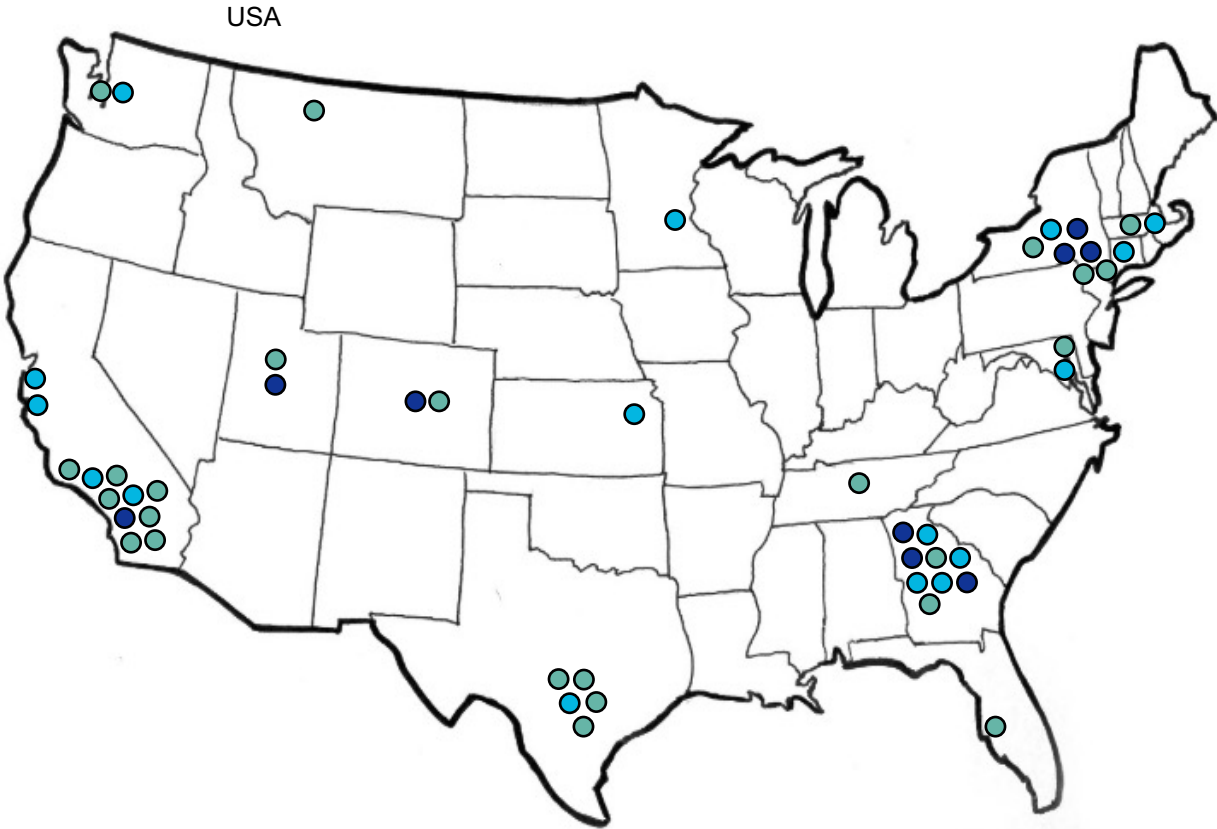
Source: Technology Association of Georgia

Proprietary & Confidential

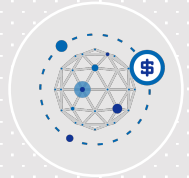


# TTV Portfolio Company Headquarters

Why We Win



- Fund III Headquarters
- Fund IV Headquarters
- Fund V Headquarters



# Category Defining Companies

Why TTV

TTV uses inductive reasoning in developing investment theses and deploying capital, which has enabled early-stage investments in category defining companies.



**TTV Fund:** Fund I  
**Stage:** Seed  
**Exit:** IPO (2010)  
**Market Cap:** \$2.8B

**Cost:** \$3.5M  
**Exit Value:** \$214.9M (61x)

**Category Created:**  
Prepaid & Challenger Banks

#### How TTV Won the Deal:

- Intro came through TSYS, TTV's largest LP
- Company was looking for a partner that could provide BIN sponsorship



**TTV Fund:** Fund II  
**Stage:** Series A  
**Exit:** IPO (2019)  
**Market Cap:** \$27.9B

**Cost:** \$0.9M  
**Exit Value:** \$34.4M (38x)

**Category Created:**  
B2B Bill Pay  
AP & AR Automation

#### How TTV Won the Deal:

- TTV Partner Mark Johnson was the inventor of consumer bill pay
- Repeat entrepreneur (Rene Lacerte) came back to TTV because he wanted Mark on his board of directors



**TTV Fund:** Fund IV  
**Stage:** Seed  
**Exit:** TBD  
**Valuation:** \$2.3B

**Cost:** \$9.3M  
**Value:** \$114.8M (12x)

**Category Created:**  
Family Finance

#### How TTV Won the Deal:

- Company is based in Atlanta
- TTV has built a great brand and reputation, so the founders sought TTV as a lead investor
- \$100M+ invested through Fund IV and SPVs



**TTV Fund:** Fund V  
**Stage:** Seed  
**Exit:** TBD  
(+secondary)  
**Valuation:** \$1.33B

**Cost:** \$4.3M  
**Value:** \$97.0M (23x)

**Category Created:**  
Crypto Tax

#### How TTV Won the Deal:

- Introduced to co-founders via another TTV portfolio company (Bitpay)
- Crypto tax now part of \$1 trillion infrastructure bill

# Why Entrepreneurs Work with TTV



## Exclusive Early-Stage Focus

- Executing Seed and Series A investments
- Ability to lead and price rounds, but can also participate in high conviction deals
- Deep understanding of market dynamics
- Expertise in scaling and “crossing the chasm” from early to growth



## Fintech Sector Expertise

- Investing exclusively in fintech for 20+ years enables pattern recognition
- Thesis-driven approach to deploying capital means faster and better decisions
- Team with experience building, operating, and investing in financial services



## Entrepreneur-First Approach

- Goal to partner with and support the best founders building in fintech
- “One team” mindset and no egos
- Entire firm supports all TTV portfolio companies
- We do what we say we’re going to do



## Portfolio Value Add

- Deep founder, corporate, and investor networks in financial services
- Ability to assist with business development, recruiting, and fundraising efforts
- Strategic LP relationships create direct revenue opportunities

# Fund VI

**\$200M**

**TTV Fund VI**

**Gardiner Garrard**  
[ggarrard@ttvcapital.com](mailto:ggarrard@ttvcapital.com)



# 2021 Award Recipient

**Kelly Gay**  
**Chairman**  
**Board of Director**  
**CEO**



**A fireside chat led by**  
**John Yates**  
**Partner**  
**Morris Manning Martin**



**Master of ceremonies**  
**Rob Pinataro**  
**2020-21 TER President**

# Roger Tutterow, Ph.D.

Director of the Econometric Center – Kennesaw State University

Technology Executives Roundtable invites you to join us

**December 14th**

Economic Forecasts for 2022:

Impact on Atlanta and our Technology Community



## SPONSORS

