

February 2018

# Carolina Fintech Hub Strategic Update

# Program Structure Value

## Carolina Fintech Hub



### Unique Value Prop

A collaborative Joint Venture of competitors

A unique mission of fin & tech partnership to **enhance rather than disrupt** the existing market



### Fintech Verticals

Banking/Payments/InvesTech

InsurTech

RegTech



### Workstreams

- Talent Programs
- Sandbox & Partnerships
- Startup Acceleration
- Employee Engagement
- Capital
- Marketing



### Success Metrics

- Game-changing relationships between Fintechs & Anchor Partners
- New Market Talent acquisition from both developing (upward mobility) & "Ready/Ready" pools
- Enhance Partner Brands as Fintech champions & destination
- Enable Employee Engagement to increase satisfaction & opportunity

APPLIED TO

EXECUTED BY

ACHEIVING



Banks



Professional Services



Legal



Tech



Education



# CFH Organizational Makeup

01

## Board: Anchor Company / Member

- Bank of America / Dave Matthews, CIO
- Ally Bank / Tom Desmond, CFO
- BB&T / Matt Ribbens, Digital Executive
- Wells Fargo / Vas Kodali, Innovation Executive
- E&Y / Brad Wallace, Partner

02

## Anchor Partner Companies

Bank of America, Ally, BB&T, Wells Fargo, E&Y, Oracle, Grant Thornton, Level, Medici, North Highland, Sia Partners, Womble Bond Dickinson, Hayden Technology, McGuire Woods

03

## Operating Committee Members / Company

- **Talent Programs:** Aubrey Hawes, Oracle; Matt Choiniere, BAC
- **Marketing:** Brad Wallace, E&Y; Jon Wolf, BAC
- **Capital:** Brian Pope, Barings; Jacob Beaulieu, BAC
- **Employee Engagement:** David Teixeira, North Highland; Chris Hart, Level
- **Sandbox/Partnerships:** Alex O'Rourke, McGuire Woods; Rick Scot, BAC
- **Acceleration:** Patrick Rivenbark, MEDICI; Daniel Sanford, Wells Fargo



# 01

**Established CFH legal entity, membership, funding, BoD, expanded anchor partners to include Wells Fargo and BB&T and regional presence launching Raleigh Chapter.**

# 02



**Design and launch of digital community**

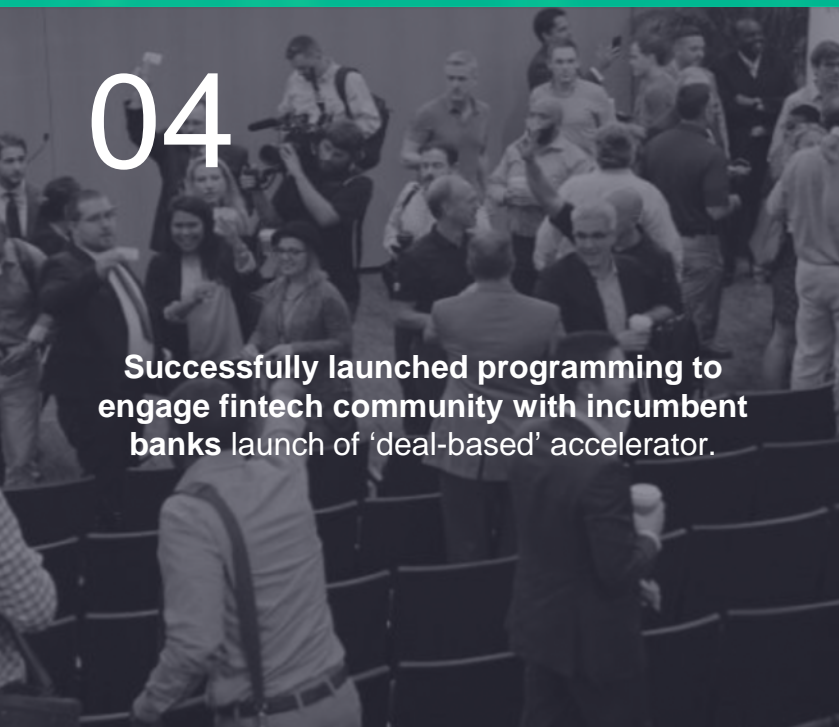
[www.carolinafintechhub.org](http://www.carolinafintechhub.org), a one-stop-shop for all things Fintech in the Carolinas. Includes blog content, event calendar, running inventory of fintech companies, CFH podcast, and social media connections.

# 03

**Successfully launched programming to engage new market talent Hackathon, Blockchain challenge (link below), CMS events, and developed relationships for future university partnerships.**

<https://www.generation-blockchain-challenge.com/>

# 04

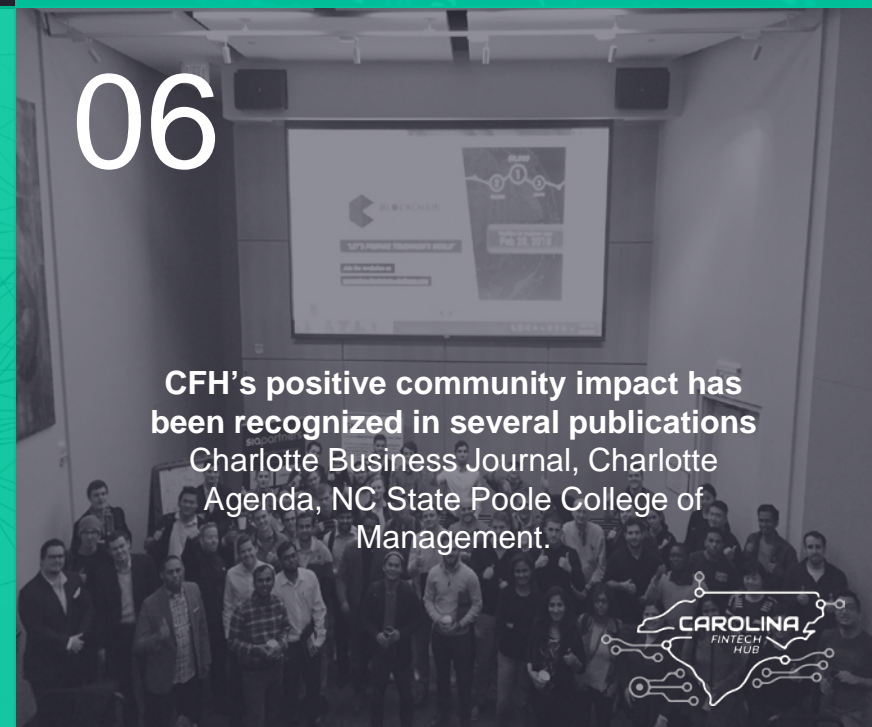


**Successfully launched programming to engage fintech community with incumbent banks launch of 'deal-based' accelerator.**

# 05

**Successfully launched programming to engage with regulators, partner organizations and community Amazon HQ2 HiveStorm, CFPB joint effort to host project catalyst office hours, NC Commissioner of Banking partnership, OCC office of innovation, NC Bankers association, multiple universities, city/state and federal government coordination.**

# 06

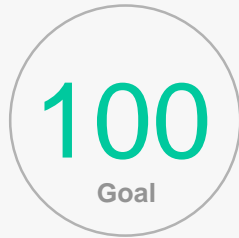
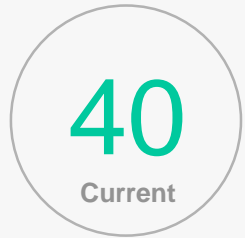


**CFH's positive community impact has been recognized in several publications Charlotte Business Journal, Charlotte Agenda, NC State Poole College of Management.**

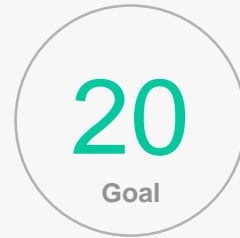
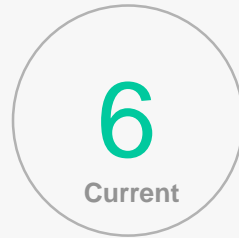


# 2018 Fintech Start-Up Acceleration

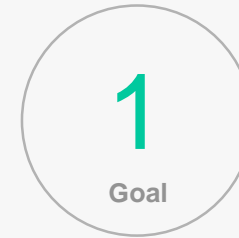
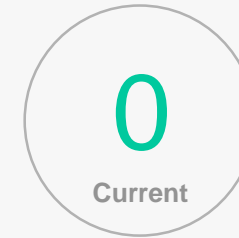
Success Factors



Number Identified



Number Routed

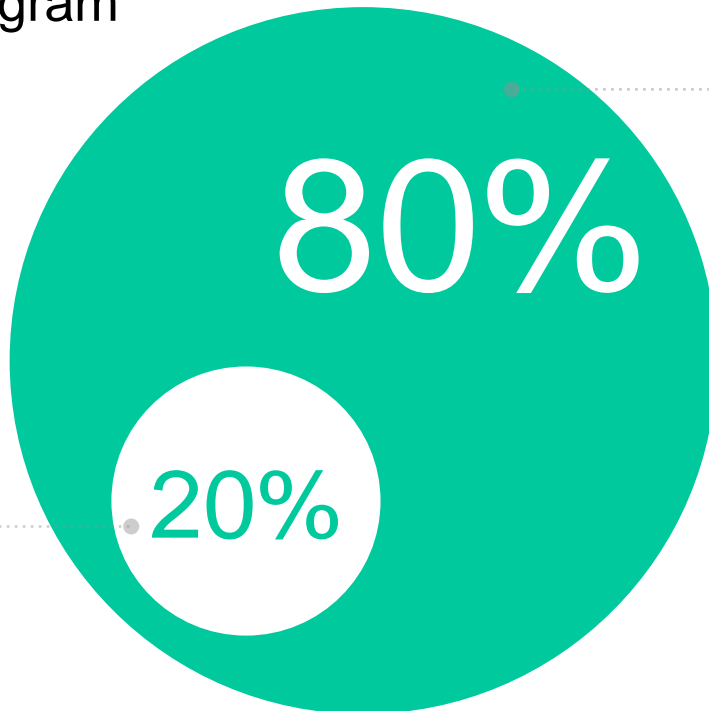


Number Partnered

## Acceleration program approach

### Incubation

These are earlier stage companies, pre or little revenue, and here we are focusing on identifying them, routing them into partner incubator programs like QC Fintech, and monitoring their progress



### Acceleration

these are later stage fintech companies that are "ready/ready" to engage in deal making conversations with our anchor banks.

## Acceleration program dependencies



Capital

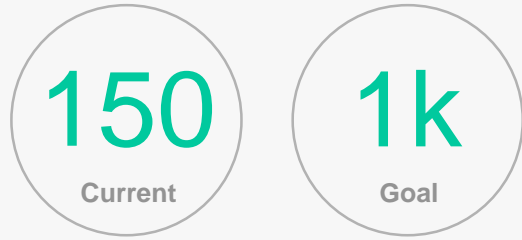


Sandbox

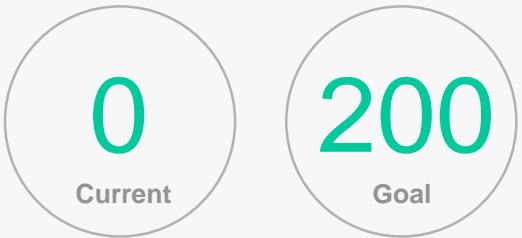


Events

## Success Factors



Number engaged in program



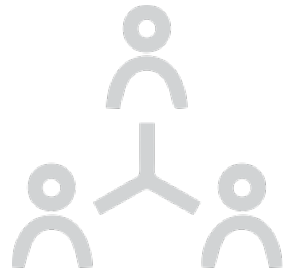
Number hired by anchor partners or fintechs

# 2018 Talent Acquisition

	Traditional Route	“Ready/Ready”	“Early Stage”
Hundreds of Applicants	✓	✓	✓
Traditional Background	✓	✓	✗
Specialized Curriculum	✗	✗	✓
Non-Resume Measurements	✗	✓	✓
See Work Habits Before Hiring	✗	✓	✓
Job-Specific Training	✗	✗	✓
Self-Screened via Competition	✗	✓	✗
Vetted for Workplace Safety	✓	✓	✓
Merit Based Approach	✓	✓	✓
Highly Qualified	✓	✓	✓

# Talent Acquisition (Early Stage - Upward Mobility)

## Supply



### Fintech Jobs

We will ask anchor partners to commit to an agreed upon number of entry level tech jobs in areas of need per year for this program (e.g. info security, risk management, QA/testing, technology project management).

## Bridge



### City / Others

By partnering with the city and others, we will overlay into our software all available services and resources so that if they are accepted, with a single click of a button the only thing they need to focus on is doing the job well.

Affordable Housing      Transportation      Childcare



### Instruction & Curriculum

Participants given the opportunity to be accepted into a 6-month program where they receive professionally led instruction and customized curriculum.



### Aptitude

Platform to assess aptitude of community members.

## Demand



← Under Represented Minorities



← Upward Mobility Candidates

CHARLOTTE WORKS



Urban League of Central Carolinas



We will have many community partners (Goodwill, Charlotte Works, Urban League, Grassroots organizations) that will help us identify at-need candidates to enter our pipeline.

## Training AND a Job