

Bain Capital *Ventures*

**Trends in Payments Innovation:
25 Recent Financings**

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- **Mobile Payments Acceptance**
- **Alternative CNP Payments**
- **POS Systems**
- **Mobile Wallets**
- **Analytics**
- **Cross-Border Payments**
- **Digital Currency**
- **B2B Payments**

- **Representative Financings:**



- **Implications:**

- Un-served/underserved micro-merchants embracing card acceptance
- Price umbrella for small merchants pierced by flat priced competitors
- Tech savvy providers layering on value added services to enhance ARPU and retention
- Potential scale of merchant base MAY allow for cardholder-side initiatives

- **Representative Financings:**



- **Implications:**

- Cart abandonment dynamics of mobile device ecommerce enabling creation of new services providers and tender types
- Sophisticated credit models and identity systems allow for COD e-commerce payments
- Shifts in payments procurement decision-making from Finance to Technology has created a tailwind for developer-friendly payments companies

- **Representative Financings:**



- **Implications:**

- Movement away from back-office servers to cloud processing has increased scalability
- Open APIs allow for integration with open and proprietary technologies, typically agnostic to payment methods
- Data can be analyzed more extensively across CRM, ERP, inventory management systems, etc.

- **Representative Financings:**



- **Implications:**

- Generic mobile wallets have not scaled; only break-out possibility is a federated model
- Vertical specific models have worked and show promise
- Merchants still want to build their own, though only SBUX and Dunkin have scaled materially

- **Representative Financings:**

Swipely 

womply

cardsPRING

- **Implications:**

- As payment card activity ramps above 50%, the data is increasingly useful for broader business analytics
- Specifically, in that each card can be associated with a customer, payment card data can effectively function as a CRM/loyalty system
- Increasingly these analytics offers are being verticalized and bundled with other value added software, with payments built in

- **Representative Financings:**



- **Implications:**

- Traditional unbanked remitters adopting online/mobile load mechanisms
- Higher end remitters (wage, property, education) moving off bank channels to low cost alternatives
- Technology-based competition emerging to international wires
- Infrastructure options emerging for innovators to build on

- Representative Financings:



- Implications:

- Thousands of merchants are adding Bitcoin as a tender type, requiring new vendors to meet that need
- Digital currencies are being used as the backbone of a cross-border currency exchange/money movement network

- **Representative Financings:**



- **Implications:**

- US Only: Migration away from paper checks is creating opportunity on both the AR and AP side
- Growth of B2B ecommerce leading to new requirements from large B2B vendors w/r/t payments acceptance and security