

MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME

LONDON
& PARTNERS

Fintech Mission to the UAE and Australia

11-20 March 2020

SUPPORTED BY
MAYOR OF LONDON



TaylorWessing





We are delighted to support some of London's fastest growing FinTech companies on this trade mission to the UAE and Australia, as part of the Mayor's International Business Programme.

Their first stop is Dubai and Abu Dhabi. Both are fast-growing global tech hubs offering access to consumers, investors and advisors, as well as gateways into the wider region. Dubai has recently been ranked 7th in the world as a FinTech location with economic potential and Abu Dhabi is continuously reinforcing its position as one of the most favourable business environments for start-ups, scale-ups and investors to set up in the region.

The companies are also heading to Australia. The advancements in new technologies, innovation-hungry corporations and strategic links to the rest of the Asia Pacific region makes it a target market for many London tech firms. Australia is a global leader in FinTech, with Sydney and Melbourne both ranked in the top 20 global financial centres. We also have unique access to an established UK-Australia 'FinTech Bridge' offering a framework for cooperation between our cities.

Like the cities we are visiting, London is one of the world's leading tech hubs, with the largest tech ecosystem in Europe. As the recently recognised 'Unicorn Capital of Europe', with 45 companies surpassing the \$1bn valuation mark, London is a thriving city for our Fintech companies to scale from.

I wish all the companies the best of luck on the mission. The collaborations with our cities with key corporates, leaders and companies continue to show that **#LondonIsOpen** for business.

Laura Citron
Chief Executive, London & Partners





LONDON

& PARTNERS

We are London's international trade, investment and promotion agency. It is our role to promote London internationally as a leading world city in which to visit, study, invest, grow and meet.

Our work helps achieve good growth for London and Londoners and has supported over 70,000 jobs since we were founded in 2011.

What we do:

- Foreign Direct Investment (FDI)
- Trade & Growth
- Business Tourism
- Major Events
- Leisure Tourism
- Higher Education & Talent
- London's global reputation

We focus proactively on the core markets, audiences and sectors who will bring good growth for London.

For more information, please see londonandpartners.com

The Mayor's International Business Programme

The Mayor's International Business Programme helps ambitious high-growth (scale-up) companies from London's technology, life sciences and urban sectors to expand their businesses internationally.

- Tailored to fit a company's specific international growth ambitions, this exclusive programme provides:
- One-to-one and one-to-many mentoring and ongoing guidance from entrepreneurs and business leaders
- Focused workshops and events that provide the opportunity to learn from expert advisers
- Live leads for specific business opportunities in North America, Europe, China and India
- The opportunity to join high-profile targeted trade missions led by our team of international business experts

For more information on the programme please visit gotogrow.london





THANKS TO OUR PARTNERS

UAE

- KPMG Dubai
- Department for International Trade (DIT)
- Dubai International Financial Centre
- Dubai Holding
- British Centres for Business
- Abu Dhabi Investment Office
- Abu Dhabi Global Market
- Fintech Galaxy

AUSTRALIA

- Department for International Trade (DIT)
- State Government of Victoria
- New South Wales Government
- FinTech Australia
- Australian British Chamber of Commerce
- Stone & Chalk
- KPMG Australia
- Newfound Global



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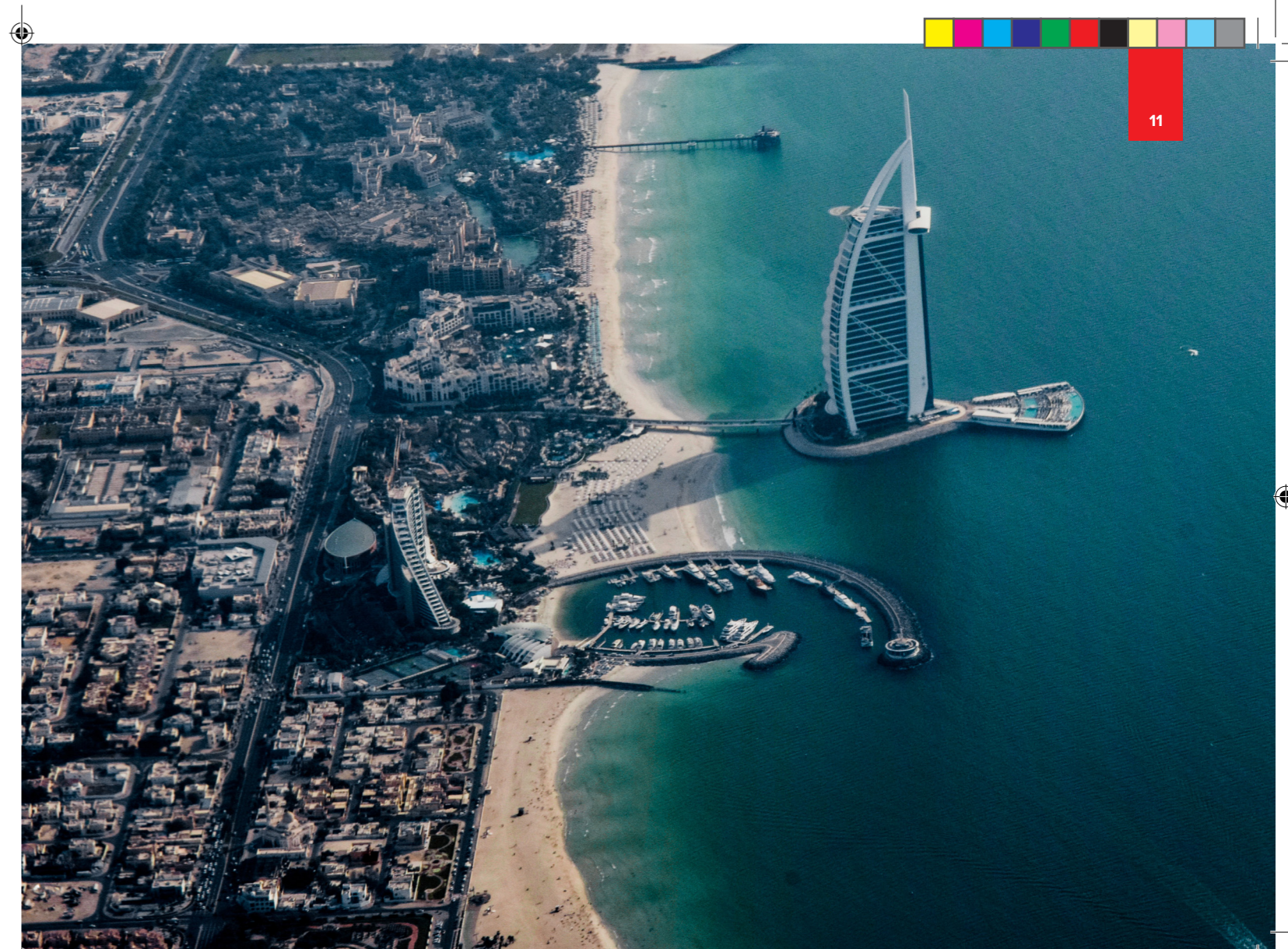
 **@DHAVALGORE1**

I am proud to be supporting this trade mission to the UAE and Australia, as part of the Mayor's International Business Programme. We will be joined by a diverse group of some of the fastest growing fintechs emerging out of London and scaling globally.

The fintech and tech firms span a wide spectrum of new and disruptive services from robo-advice, data analytics, banking-as-a-service, lending and investment, payments, digital banking solutions, data automation, API-first solutions, software quality management, anti-financial crime software and workspace benefits.

They all however share one common goal and that is the ambition in growing their presence in the UAE and Australia and building partnerships. The mission will offer the business leaders from each of the companies a deeper understanding of the UAE and Australian markets, particularly within the banking and financial services sector, and connect them to the wider regional business communities to build long-lasting, mutually beneficial relationships.

We look forward to coming over, to share, learn and build constructive relationships.







MEET OUR COMPANIES



UAE Programme



Australia Programme



UAE and Australia Programmes



Gurkan Tasoren
APAC Business
Development and
Partnership



Fahd Rachidy
CEO and Founder



ABAKA is a digital savings and retirement enterprise SaaS platform, powered by Artificial Financial Intelligence™. Our technology helps institutions deliver digital savings and retirement solutions and scalable financial advice to their customers. ABAKA's library of modular applications powers conversational AI, personalised nudges, big data insights, financial dashboards and amazing customer experiences.

OUR OBJECTIVES

ABAKA is already working with clients in the UAE and we are actively looking at finding both clients and strategic partners willing to build and deliver digital savings and retirement solutions for their retail clients.



Eric Mouilleron
Founder, CEO



Bankable enables financial institutions, corporates, and fintechs to launch or integrate digital banking and payments solutions ranging from consumer and corporate card programs, real-time and cross-border payments, e-wallets and virtual accounts. The technology (white-label or via APIs) is agnostic to clients' use case, geography, and existing IT landscape.

OUR OBJECTIVES

Bankable wishes to meet potential partners as it is establishing a footprint in the UAE and looking to expand in the Middle East.



Vikram Rao
Commercial
Manager



Codat makes accounting integration simple. Through our single API, financial service providers can easily access accurate contributed accounting data from their small business customers. We are currently working with organisations such as Experian, PayPal (iZettle), Temenos, several tier 1 UK banks, Euler Hermes and MarketFinance.



Bepi Jones
Commercial
Manager

OUR OBJECTIVES

To increase our understanding of how small businesses operate in Australia, better understand accounting platform coverage and explore how FS are innovating to keep up with market trends. Codat hope to meet potential partners and customers and understand their needs. We also hope to visit our existing clients in Australia.



Jeremy Nicholds
Chief Executive
Officer



Judopay is the market leader in mobile payments. Born out of a frustration with friction-filled checkouts we built a fully customisable and seamless solution designed to drive sales and improve the customer experience. Today, Judopay is the trusted mobile payment partner for brands such as KFC, Young's Pubs and JustPark.



Jess Ruben
Chief Officer -
People & Operations

OUR OBJECTIVES

To expand our proposition to UAE and Australia through partnerships in both Financial Institutions and retailers. We want to understand the market better, looking at challenges and opportunities. Moreover, to hear from businesses on how to successfully operate and increase our brand awareness in those markets.



Tim Porter
CEO & Founder



The world's most advanced self service automation platform. Kare's award winning cognitive AI instantly understands all your companies content / knowledge. Whether you are a customer or an employee, you can now ask a question and Kare will provide the most accurate answer.

OUR OBJECTIVES

We are a global company, agnostic to sector or region. Our aim is to further establish and grow our client base in Dubai and Australia with the ultimate aim to open offices in both regions in 2021.



Paul Roberts
Chief Commercial
Officer



McLEAR wish to understand how to better expand the McLEAR brand and proposition to the UAE and Australia, through partnerships with Financial Institutions and direct to consumer launch opportunities. We also wish to increase our understanding of the marketplaces, including legal and regulatory frameworks.

OUR OBJECTIVES

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Stella Smith
CEO & Founder



Pirkx is a technology business, creating a disruption in the workplace benefits market. Pirkx provides a package of benefits and savings for individuals so they can extend their income spending potential and enhance their health, financial and social well-being.



Ella Hamilton
Co-founder and
Managing Director,
Australia

OUR OBJECTIVES

Our aims are to better understand the benefits landscape and employment market in Dubai as we explore the possibility of potentially expanding to the territory at a later stage. We are also aiming to meet key government personnel and key enterprise clients in addition to better understanding the needs and make up of the workforce in Australia, following the launch of Pirkx Australia in early 2020.



Rupert Barksfield
COO & Co-Founder



An investment decision-making engine powering financial institutions and everyday investors. Three forms of intelligence – Crowd Wisdom, AI and Expert Analysis – combine with gamification to reduce risk, uncertainty, bias & noise when predicting future behaviour of financial assets. Increase profits, improve financial literacy and forecasting capabilities and realise team potential.



Seth Ward
CEO & Founder

OUR OBJECTIVES

We are here to meet innovative Financial Institutions who wish to improve their investment decisions by taking our white label Crowd+AI PaaS (Prediction as a Service) system, or subscribing to our data signals for almost any asset class. We run a fund that investment banks, funds and large institutions can invest into or make available to their employees. Our B2B2C offering allows challenger banks to add a Crowd+AI powered investment solution into their apps to improve financial literacy and wellbeing. Finally we invite VC investors into our next equity round.



Sugathan



Testhouse is a 19-year old independent, technology agnostic Software Testing and Quality Assurance company based in London, UK with offices in the Middle East, India and the USA. Testhouse offers a wide range of third-party software testing, QA, and DevOps services including Microsoft Dynamics 365 testing, training and consultancy services.

OUR OBJECTIVES

Testhouse is currently operating in both the UAE and Australia and we want to strengthen our market share through this visit. We are already working with a number of banking and financial services organisations in the UAE and wider region. In Australia, we work with two challenger banks, Volt Bank and BNK, and are in discussion with other similar organisations.



Travers Clarke-Walker
Chief Commercial
Officer



Thought Machine builds core banking technology which enables banks to deploy modern, cloud-native, systems. Our mission is to cure the banking industry's primary problem: its reliance on outdated IT infrastructure. This cripples the industry's ability to innovate and provide its customers a service they deserve. Thought Machine's clients include Lloyds Bank, SEB, Atom Bank and Standard Chartered.

OUR OBJECTIVES

Thought Machine is expanding in the Middle East and Asia Pacific regions and is interested in connecting with the banking and fintech ecosystem in these geographies.



Sadiq Damani
CEO

Theodo

Theodo partners with large organisations and disruptive start-ups within finance, banking and insurance on delivering their digital transformation journeys. We translate C-suite visions into tangible digital solutions. Our banking clients include BNP Paribas, Société Générale (including Kleinwort Hambros) and Sumitomo Mitsui Banking Corporation. Within insurance, Admiral, KAMET (AXA) and Euler Hermes.

OUR OBJECTIVES

We recognise there is demand from the Middle East to build similar digital offerings within the finance, banking and insurance industries. We can bring best practice and know-how to reduce the time to market. Our current challenge is to find and then speak to those businesses who want to start delivering on their digital transformation journeys.



James Perry
Head of Client

bud

Bud is building a financial ecosystem to underpin modern banking; one that seamlessly connects customers to the financial products and services that improve their lives. Bud's systems of intelligence, facilitated by open banking enables banks to meet their customers' increasing demands.

OUR OBJECTIVES

To increase awareness of Bud in the market, meet new potential partners and discuss Bud's proposed expansion into the region.



Rajen Madan
Founder & CEO

LEADING POINT
FINANCIAL MARKETS

Leading Point brings mature data-driven solutions to FS. We specialise in Anti-Financial Crime, Treasury, Information Security, Legaltech and Regtech. We combine core data with smart technology and re-imagined processes to create >50% uplift in KPI's for COO and CFOs' and develop business capabilities. Our clients include Global FI's, Fintech, Tech Innovators.



Dishang Patel
Head of Fintech
& Alternate FI

OUR OBJECTIVES

Leading Point is servicing clients in Europe and North America and delivering on new mandates in anti-financial crime, fraud prevention and Regtech for a global bank including its UAE, Qatar and KSA footprint. This mission help our office opening in the region, identify key partnerships and financial institutions who are keen to explore new Op Models and enhance their EMEA distribution.

MEET THE MENTOR



Newfound™

Peter Gillingwater
MIBP Business Mentor & International Growth Advisor

Peter is an expert in helping technology companies grow in existing markets and expand into new ones. He is a headhunter, active investor and advisor to multiple technology ventures. He is CEO of Newfound which supports B2B technology companies accelerate to new markets with market entry, expansion & hiring in the UK, Australia and NZ. They have offices in London, Melbourne and Auckland.





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