

THE LIST

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50 LARGEST GREATER BAY AREA FINTECH COMPANIES (1-25)

RANKED BY BAY AREA EMPLOYEES

	Business name/Prior rank Website	Address Phone	Bay Area employees	Companywide employees	Company description	Year founded	Headquarters	Top local executive(s)
1	Visa Inc. ① corporate.visa.com	900 Metro Center Blvd. Foster City, CA 94105 650-432-3200	3,800	11,300	Global payments technology for consumers, businesses, financial institutions and governments	1958	Foster City, San Francisco	Charles Scharf, CEO
2	PayPal ② paypal.com	2211 N. 1st St. San Jose, CA 95131 888-221-1161	3,000 ¹	16,000	Online payments and money transfer technology	1998	San Jose	Dan Schulman, President/CEO
3	Intuit ③ intuit.com	2632 Marine Way Mountain View, CA 94043 650-944-6000	2,600	7,700	Small business, personal finance and tax software	1983	Mountain View	Brad Smith, President/CEO
4	Lending Club ⑤ lendingclub.com	71 Stevenson St. #300 San Francisco, CA 94105 888-376-6642	1,305	1,305	Online marketplace lender	2006	San Francisco	Renaud Laplanche, CEO
5	Square Inc. ④ squareup.com	1455 Market St. San Francisco, CA 94103 415-375-3176	1,100	1,400	Business tools including financial services, merchant services and mobile payments	2009	San Francisco	Jack Dorsey, CEO
6	Blackhawk Network Holdings Inc. ⑥ blackhawknetwork.com	6220 Stoneridge Mall Rd. Pleasanton, CA 94588 925-226-9990	607	1,699	Prepaid and payments global company	2001	Pleasanton	Bill Tauscher, Chairman/CEO
7	Ellie Mae * elliemae.com	4420 Rosewood Dr. #500 Pleasanton, CA 94588 925-227-7000	470	867	Software and services for the residential mortgage industry	1997	Pleasanton	Jonathan Corr, President/CEO
8	SoFi ⑩ sofi.com	1 Letterman Dr., Bldg. A #4700 San Francisco, CA 94129 866-357-6342	470	525	Consumer lending marketplace providing mortgages, personal loans and student loans	2011	San Francisco	Mike Cagney, CEO
9	Coupa Software Inc. ⑬ coupa.com	1855 S. Grant St. San Mateo, CA 94402 650-931-3200	410	550	Spend management, including source to pay, invoices, expense reports	2006	San Mateo	Rob Bernshteyn, CEO
10	Credit Karma ⑩ creditkarma.com	760 Market St. 10th Fl. San Francisco, CA 94102 415-692-5722	400	400	Recommends financial products tailored to each person's credit profile	2007	San Francisco	Kenneth Lin, CEO
11	Prosper Marketplace ⑭ prosper.com	221 Main St. #300 San Francisco, CA 94105 415-593-5400	345	646	Online marketplace for personal consumer loans	2005	San Francisco	Aaron Vermut, CEO
12	Oportun ⑧ oportun.com	1600 Seaport Blvd. #250 Redwood City, CA 94063 866-488-6090	311	970	Advanced analytics that enable responsible, affordable loans despite limited credit history	2005	Redwood City	Raul Vazquez, CEO
13	Zuora Inc. * zuora.com	1051 E. Hillsdale Blvd. #600 Foster City, CA 94044 800-425-1281	275	621	Business to business subscription billing software for automatic and recurring payments	2007	Foster City	Tien Tzuo, CEO
14	Verifone ⑰ verifone.com	88 W. Plumeria Dr. San Jose, CA 95134 408-232-7800	271	5,400	Payment terminals and global payment as a service	1981	San Jose	Paul Galant, CEO
15	YapStone ⑪ yapstone.com	2121 N. California Blvd. #400 Walnut Creek, CA 94596 866-289-5977	270	300	Online payment processing for global marketplaces and large vertical markets	1999	Walnut Creek	John Malnar, VP/CFO
16	Gusto * ² gusto.com	500 3rd St. #405 San Francisco, CA 94107 800-936-0383	268	314	Automated payroll, benefits, HR and personal finance	2011	San Francisco	Joshua Reeves, CEO
17	NerdWallet * nerdwallet.com	901 Market St. San Francisco, CA 94103 NR	257	302	Online financial tools and research for consumers and small businesses	2009	San Francisco	Tim Chen, CEO
18	FinancialForce.com * financialforce.com	595 Market St. #2700 San Francisco, CA 94105 866-743-2220	200	675	Cloud enterprise resource planning provider on the Salesforce App Cloud	2009	San Francisco	Jeremy Roche, President/CEO
19	Stripe Inc. ⑱ stripe.com	3180 18th St. #100 San Francisco, CA 94110 NR	200 ¹	370	Payments infrastructure for the Internet and mobile apps	2010	San Francisco	Patrick Collison, CEO
20	Calypso Technology Inc. ⑫ calypso.com	595 Market St. #1800 San Francisco, CA 94105 415-817-2400	190	749	Cross asset trading, accounting, processing and risk management software	1997	San Francisco	Charles Marston, Executive chairman
21	Bill.com ⑳ bill.com	1810 Embarcadero Rd. Palo Alto, CA 94303 650-621-7700	184	184	Digital business payments company	2006	Palo Alto	René Lacerte, CEO
22	LendingHome * lendinghome.com	1 California St. 17th Fl. San Francisco, CA 94111 844-415-4663	180	200	Technology that helps borrowers get a mortgage and investors get returns	2013	San Francisco	Matt Humphrey, CEO
23	Revel Systems ㉓ revelsystems.com	170 Columbus Ave. 4th Fl. San Francisco, CA 94133 855-738-3555	178	340	iPad point of sales system	2010	San Francisco	Lisa Falzone, CEO
24	Funding Circle ㉔ fundingcircle.com/us	747 Front St. Level 4 San Francisco, CA 94111 415-813-5254	177	450	Online marketplace for small business loans	2010	San Francisco	Sam Hodges, US managing director
25	Earnest * meetearnest.com	1455 Market St. 18th Fl. San Francisco, CA 94103 888-601-2801	175	175	Technology that helps people refinance student loans and get personal loans	2013	San Francisco	Louis Beryl, CEO

¹ Company did not supply breakdown of local employees. Figure reflects SFBT research estimate.

² Formerly ZenPayroll.

NOTES: * - Did not rank. NR - Not reported.

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19.7k

Total number of Bay Area employees working for the 50 largest local fintech firms

17.6k

Total number of Bay Area employees working for the top 25 companies alone. This reflects a 14 percent increase from last year's 25 largest companies, which employed 15,500 locally.

M&A ACTIVITY SINCE LAST YEAR'S LIST

Advent Software Inc. (#7 on last year's List) was acquired by SS&C Technologies Holdings Inc. in July 2015.

Xoom Corp. (#9) was acquired by PayPal in July 2015.

Yodlee (#15) was acquired by Envestnet in November 2015.

ABOUT THE LIST

This List includes financial tech companies headquartered in the Greater Bay Area, which is defined as Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties.

Information was obtained from firm representatives unless otherwise noted. In case of ties, companywide employees was used as secondary ranking criteria.

Prior year ranking figures do not extend past 25 because last year's List only ranked 25 companies. Boku (#25 on last year's List) did not respond to requests for information.

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50 LARGEST GREATER BAY AREA FINTECH COMPANIES (26-50)

RANKED BY BAY AREA EMPLOYEES

	Business name/Prior rank Website	Address Phone	Bay Area employees	Companywide employees	Company description	Year founded	Headquarters	Top local executive(s)
26	Freedom Financial Network LLC * freedomfinancialnetwork.com	1875 S. Grant St. #400 San Mateo, CA 94402 800-544-7211	156	985	Debt relief services, debt consolidation, mortgage shopping, personal finance education	2002	San Mateo	Andrew Houser Brad Stroh, Co-CEOs
27	WePay Inc. * wepay.com	350 Convention Way #200 Redwood City, CA 94063 855-469-3729	149	159	Provides payments and risk management for two-sided marketplaces and platforms	2008	Redwood City	Bill Clerico, CEO Rich Aberman, Chief product officer
28	LendUp * lendup.com	225 Bush St. 11th Fl. San Francisco, CA 94104 NR	135	145	Technology that expands credit access and choice for consumers	2012	San Francisco	Sasha Orloff, CEO
29	Addepar ② addepar.com	1215 Terra Bella Ave. Mountain View, CA 94043 855-464-6268	121	170	Integrated investment management platform for wealth advisors	2009	Mountain View	Eric Poirier, CEO
30	Wealthfront * wealthfront.com	541 Cowper St. Palo Alto, CA 94301 650-249-4250	120	120	Automated, low-cost investment services	2011	Palo Alto	Adam Nash, CEO
31	Indiegogo Inc. * indiegogo.com	965 Mission St. 6th Fl. San Francisco, CA 94103 NR	110 ¹	120 ¹	Global crowdfunding website	2008	San Francisco	Dave Mandelbrot, CEO
32	Taulia Inc. ② taulia.com	201 Mission St. #900 San Francisco, CA 94105 415-376-8280	104	232	Cloud-based invoice, payment and discount management for large buying organizations	2009	San Francisco	Cedric Bru, CEO
33	Affirm * affirm.com	225 Bush St. 16th Fl. San Francisco, CA 94104 NR	100	100	Point of sale lending	2012	San Francisco	Max Levchin, CEO
34	Ripple * ripple.com	300 Montgomery St. 12th Fl. San Francisco, CA 94104 415-341-5460	95	110	Improves efficiencies for cross-currency settlement and foreign exchange market making	2012	San Francisco	Chris Larsen, CEO
35	Personal Capital Corp. * personalcapital.com	726 Main St. Redwood City, CA 94063 855-855-8005	84	188	Combines technology with professional advisors to help households manage wealth	2009	Redwood City	Bill Harris, CEO
36	Recurly Inc. * recurly.com	400 Alabama St. #202 San Francisco, CA 94110 844-732-8759	76	106	Enterprise subscription billing management for businesses	2009	San Francisco	Dan Burkhart, CEO
37	LOYAL3 ⑧ loyal3.com	150 California St. 4th Fl. San Francisco, CA 94111 415-981-0700	76	80	Affordable stock investing and IPO access	2008	San Francisco	John Stellato, President/CEO
38	Tilt * tilt.com	370 Townsend St. San Francisco, CA 94107 888-748-1735	72	95	Crowdfunding site that allows groups to collect money and fundraise	2012	San Francisco	James Beshara, CEO
39	Motif Investing * motif.com	400 S. El Camino Real San Mateo, CA 94402 650-581-1288	67	87	Online brokerage built on thematic portfolios, which can be customized and traded	2010	San Mateo	Hardeep Walia, CEO
40	Sindeo * sindeo.com	1 Union St. #210 San Francisco, CA 94111 855-746-3361	65	78	Leveraging technology to connect borrowers with the right financing option	2013	San Francisco	Nick Stamos, CEO
41	Mosaic * joinmosaic.com	426 17th St. #600 Oakland, CA 94612 510-746-8602	60	60	Residential solar lending platform	2009	Oakland	Billy Parish, CEO
41	FutureAdvisor * futureadvisor.com	116 New Montgomery St. #300 San Francisco, CA 94105 NR	60	60	Investment advisory firm that manages existing IRA, Roth, and other investment accounts	2010	San Francisco	Bo Lu, CEO
43	Better Finance Inc. * betterfinance.me	417 Montgomery St. #600 San Francisco, CA 94104 NR	53	53	Technology platforms for small business lending	2009	San Francisco	Ryan Gilbert, CEO
44	inDinero * indinero.com	50 Osgood Pl. #220 San Francisco, CA 94133 855-463-4637	50	200	Tax and accounting for small business	2009	San Francisco	Jessica Mah, CEO
45	PayNearMe Inc. * paynearme.com	292 Gibraltar Dr. #104 Sunnyvale, CA 94089 650-930-1030	50	65	Real-time network that accepts cash payments at local retailers	2009	Sunnyvale	Danny Shader, CEO
46	Advisor Software * advisorsoftware.com	2175 N. California Blvd. #400 Walnut Creek, CA 94596 925-299-7782	50	50	Wealth management software for the financial services industry	1997	Walnut Creek	Erik Jepson, CCO
47	Robinhood * robinhood.com	3200 Ash St. Palo Alto, CA 94306 NR	44	44	Commission-free investing through a platform of iPhone, Apple Watch and Android apps	2013	Palo Alto	Bajju Bhatt Vlad Tenev, Co-presidents
48	Vouch Inc. * vouch.com	123 Townsend St. LL2 San Francisco, CA 94107 415-849-3556	42	42	Helps borrowers get personal loans at better terms	2013	San Francisco	Yee Lee, CEO
49	CircleUp Network Inc. * circleup.com	818 Mission St. #300 San Francisco, CA 94103 NR	40	48	Online marketplace for private equity investing	2011	San Francisco	Ryan Caldbeck, CEO
50	Ubiquity Retirement + Savings * myubiquity.com	1160 Battery St. #350 San Francisco, CA 94111 855-401-7253	36	75	Online 401(k) and IRA plans for individuals and small businesses	1999	San Francisco	Chad Parks, CEO

¹ SFBT research estimate.

NOTES: * - Did not rank. NR - Not reported.

► CLOSER LOOK

\$1.2B

Amount of venture capital funding raised in 2015 by SoFi, the most funded company last year among firms on the List, according to The MoneyTree Report by PricewaterhouseCoopers and the National Venture Capital Association based on data from Thomson Reuters.

BIG GROWERS

These 10 companies on the List added more than 100 employees in the Bay Area in the past year.

Lending Club	563
SoFi	310
Gusto	218
Square	200
Coupa Software	160
Credit Karma	150
Ellie Mae	126
NerdWallet	120
Prosper Marketplace	116
Verifone	115

13

Number of companies on the List that work within the payments sector of fintech, the most popular sector among companies on the List.

The next biggest sectors were:

- Lending (12 companies)
- Business finance (8 companies)
- Investments (8 companies)
- Personal finance (7 companies)
- Crowdfunding (2 companies)

JUST MISSED THE LIST

Ranked by Bay Area employees

Xignite	36
Jumio	35
Simplee	30
Fundbox	24
Activehours	23

64

Total number of fintech firms that submitted information to be included on the List.

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