All industries are fostering innovation, and the financial services industry is no exception. The technological advancements in fintech have improved each step in the delivery of financial services across a broad range of businesses such as credit unions, banks, credit card companies, insurance companies, and so on. Besides, the innovations in multiple fintech subcategories have accelerated the adoption of fintech solutions by the industry.

One of the most significant developments in fintech has been the use of AI and RPA to automate the daily mundane business processes. For instance, a bot can be used for data entry. It takes the data from the organization’s CRM software and then inputs it into an Excel sheet. Since these tasks do not need human skills, the bot frees up the time for employees to do more important work while also increasing accuracy. Additionally, the developments in the field of cloud have enabled users to do transactions remotely through their personal devices. Advanced security features such as biometric authentication, multi-factor authentication, SSL authentication, and more have ensured that these transactions have all the security so that customers’ information and money is not compromised while providing them more comfort. Similarly, advancements in other fields of technology have resulted in many fintech organizations coming up in the market to offer innovative solutions to better financial service delivery.

Considering these facts, CIOReview brings you the list of “50 Most Promising FinTech Solution Providers – 2019.”

A distinguished panel of CEOs, CFOs, industry analysts, and the CIOReview’s editorial team have closely scrutinized and nominated the best-in-class vendors in the fintech marketplace. These vendors are domain experts who are innovating the fintech space with new technologies, a fresh perspective and new found energy while giving customers the flexibility and security that they need.

We present to you CIOReview’s “50 Most Promising FinTech Solution Providers - 2019.”

**FastPay**

**Company:** FastPay

**Description:** FastPay reduces friction and unlocks capital for buyers and sellers across the media landscape

**Key Person:**
- Jed Simon, Founder & CEO
- Secil Baysal, President & COO

**Website:** gofastpay.com
The very essence of entrepreneurship is that one has to have the vision and ability to identify challenges as an opportunity. The career trajectory of Jed Simon, founder and CEO of FastPay follows a similar trail. During his long stint with major entertainment and media companies, Simon witnessed firsthand the challenges associated with slow payments and mobilizing working capital loans. He noticed that even though organizations were pursuing digital transformation, one area that was often running behind in their business process were payments. The reason: the path to selling and publishing an ad is increasingly complicated. In the advertising landscape, there are multiple key players at various places that hinder the seamlessness of the payment process while creating a huge working capital challenge.

Simon identified this opportunity in the media finance and payments arena and decided to develop a suite of comprehensive solutions, which led to the founding of FastPay. As the name implies, the company’s objective is to accelerate the payment processes of media companies and help them adopt electronic payment systems for faster transactions. FastPay offers a remarkable B2B financial services platform designed specifically for global media. They empower advertisers, agencies, media suppliers and technology companies with smarter payments covering the entire media ecosystem, increased access to capital,
With our payment and capital solutions, media companies can gain liquidity, obtain more capital, improve processes, and ensure smooth payment transactions.