



Category	Original Venture Scanner Category	Description
<b>Banking Operations</b>	Banking Infrastructure	Companies that improve the operations of financial institutions. Examples include API integration with banks, white-label mobile solutions, and big-data analytics.
<b>Deposits &amp; Lending</b>	Business Lending	Companies that offer new ways for businesses to raise debt financing and have their credit risk assessed.
	Consumer and Commercial Banking	Companies that allow consumers and small and medium sized businesses (SMBs) to interface with banking services.
	Consumer Lending	Companies that offer new ways for consumers to obtain personal loans and have their credit risk assessed.
<b>Capital Raising</b>	Crowdfunding	Companies that provide new methodologies to raise non-equity and non-debt financing.
	Equity Financing	Companies that allow private businesses to raise capital in exchange for equity and for investors to participate in private securities markets.
<b>Financial Management</b>	Personal Finance	Companies that provide ways for consumers to manage their personal finances.
	SMB Tools	Companies that offer solutions that help SMBs manage their finances.
<b>Payments</b>	Consumer Payments	Companies that offer technology and services centered around payment issuers and consumers.
	Financial Transaction Security	Companies that provide solutions to secure transactions, authenticate users, and prevent fraud.
	International Money Transfer	Companies that allow businesses and individuals to send money abroad easily and cheaply.
	Payments Backend and Infrastructure	Companies centered around payment issuers/acquirers and the infrastructure enabling payments.
	Point of Sale Payments	Companies centered around payment acquirers, providing physical payment solutions for brick-and-mortar businesses and organizations.