



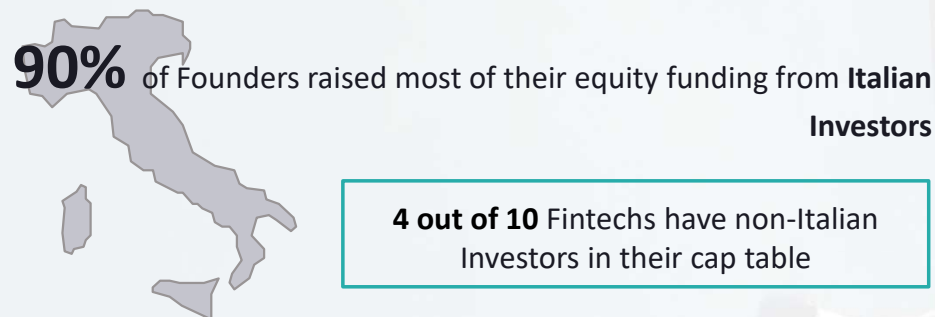
## Founders vs Investors: two faces of Fintech funding



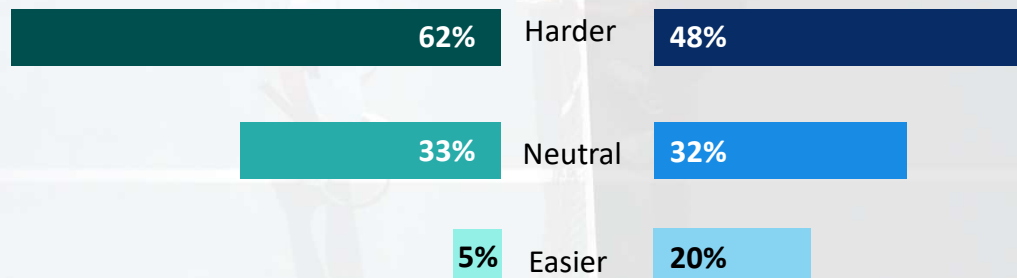
Shape the future  
with confidence



The better the question. The better the answer.  
The better the world works.



According to Founders,  
funding a FinTech in Italy  
makes raising capital...



Compared with other markets,  
**allocating capital to Italian  
FinTechs** is generally considered  
by Investors as...

**92%** of Founders appreciate foreign  
investors' faster decision-making process

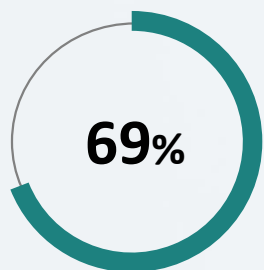
About **50%** of both categories **favor the  
approach of non-Italian players**

**94%** of Investors value foreign companies'  
focus on scalability and global expansion

**55%** express **no geographic preference** for future fundraising  
partners

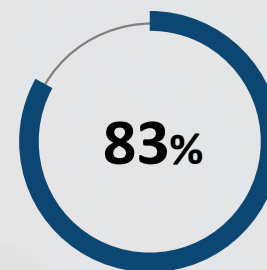


**45%** express **no geographic preference** for future investments  
in Fintech



69%

of Founders **raised equity funds** between 2022 and 2024



83%

of Investors **closed at least one deal** between 2022 and 2024

**75%** have **found their Investors** through their **personal network**



**80%** have **sourced Fintech deals** through their **personal network**

## KEY FACTORS INFLUENCING FUNDRAISING



Characteristics of the team

1

Characteristics of the team

Scalability of the solution

2

Scalability of the solution

Robustness of the business model

3

Robustness of the business model

1

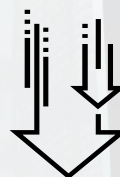
Unfavorable deal terms

2

Cultural misalignment

3

Mismatch in vision or goals



No strategic fit for growth

1

Mismatch in vision or goals

2

Unfavorable deal terms

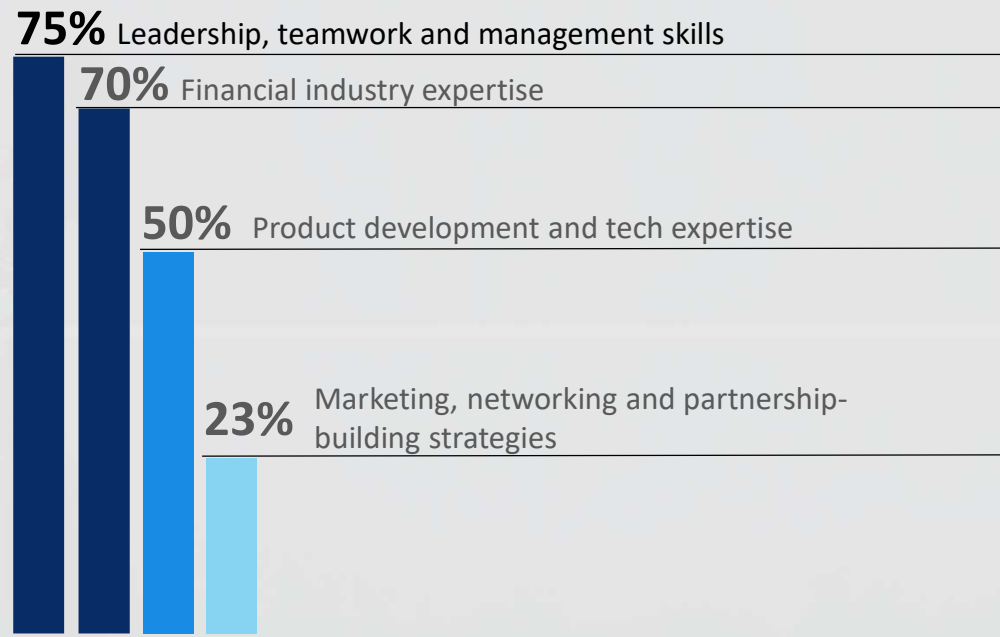
3



Key skills of the Founding teams, according to Founders



Characteristics considered **most important** when making an investment decision



**45%** of Founders have **prior entrepreneurial experience** and acknowledge this as a **key differentiator when raising capital**



**90%** of Investors stated that **prior entrepreneurial or industry experience of Founders positively influences their investment decisions**





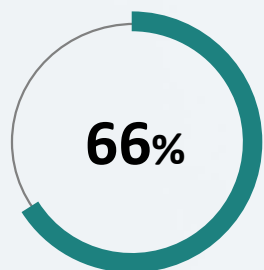
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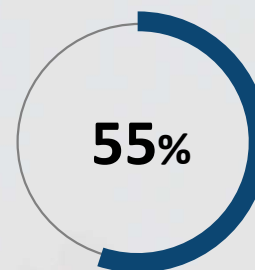
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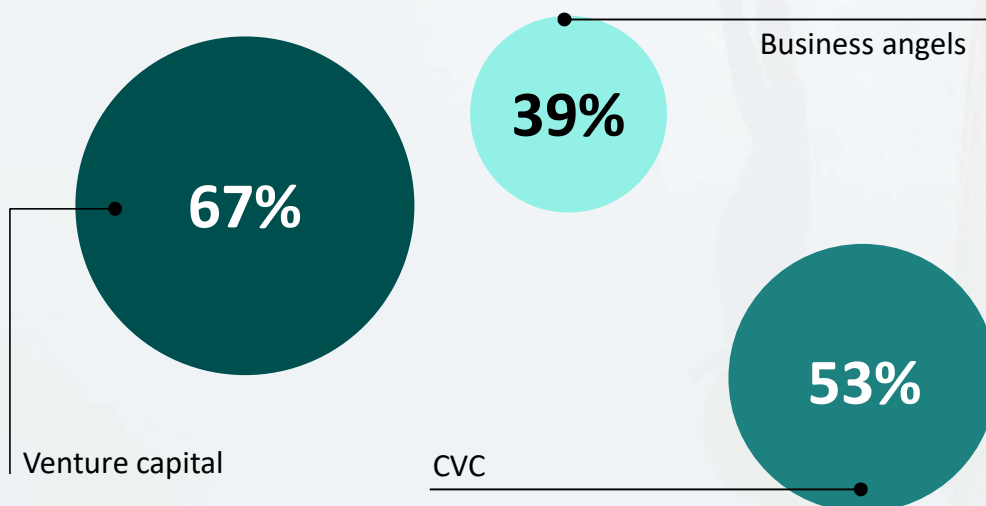


of Fintech Founders **plan to close a new equity funding round by mid-2026**



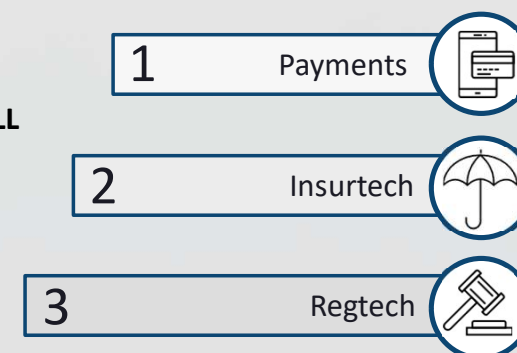
of Investors **plan to invest in Italian Fintechs by mid-2026**

Among the Founders planning to open a new equity funding round, preferences for specific types of Investors include:



**52%**  
of Investors remain agnostic, with **no clear decision yet on which Fintech sub-sector to invest in the following years**

**TOP 3 SUB-SECTORS THAT WILL ATTRACT FOCUSED INVESTMENTS**





## REGULATORY COMPLIANCE

**52%**

Of Founders consider regulatory compliance **crucial for attracting Investors**



**68%**

Of Investors say compliance **is crucial to their investment decisions** in Fintech

## TEAM DIVERSITY (GENDER, ETHNICITY, CULTURE, ETC.)

**37%**

Think that diversity of a Founding team has a **positive influence**



**38%**

Say that team diversity has a **positive impact** on their willingness to back a FinTech startup

## INCUBATION OR ACCELERATION PROGRAMS

**34%**

Believe that participation in such programs has **eased the process of securing funding**



**13%**

**Prefer** to invest in FinTechs that have gone through incubator or accelerator programs



## Founders' suggestion to Investors:

**Believe in people beyond spreadsheets:**  
provide mentorship and not only capital

**Show courage at the earliest stages**  
by backing more pre-seed/seed rounds

**Give fast, honest feedback:**  
be genuinely curious and engaged

Support us by promoting startup-friendly policies  
and **stronger collaboration with incumbents**

**Back bold experimentation** and emerging technologies,  
not just what's already proven

VISION AND (SCALABLE)  
MINDSET

INVESTMENT STRATEGY

RELATIONSHIP AND  
INTERACTION

COLLABORATION AND  
REGULATION

INNOVATION AND  
TECHNOLOGY

## Investors' suggestions to Founders:



**Think big, act global from day one.**  
Ambition matters!

Focus on a well-defined niche, **show credible plans and sharp differentiation**

**Adapt fast and prove traction,**  
prioritizing clarity over complexity

View **compliance as a lever.** Know the rules and turn  
constraints into a competitive advantage

**Differentiate through depth.** Highlight your unique tech,  
proprietary assets and execution ability



THANK YOU  
FOR YOUR ATTENTION



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with confidence

