PitchBook

EMERGING TECH RESEARCH

# Enterprise Fintech VC Trends

VC activity across the enterprise fintech ecosystem

Q4 2024

**REPORT PREVIEW**
The full report is available through the PitchBook Platform.

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Institutional Research Group

Analysis

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Publishing

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# Enterprise fintech landscape

1 Alternative lending

2 Capital markets

3 CFO stack

4 Commercial finance

5 Financial services infrastructure

6 Payments

7 Regtech

8 Wealthtech

# Enterprise fintech VC ecosystem market map

This market map is an overview of venture-backed or growth-stage companies that have received venture capital or other notable private investments. Click to view the full map on the PitchBook Platform.

## 1 Alternative lending

Commercial lending

Microlending

Real estate lending

Marketplace lending

Underwriting & credit scoring

## 2 Capital markets

Alternative capital

Infrastructure

Data & analytics

Trading

## 3 CFO stack

Payroll & earned wage access

Expense management & accounts payable/accounts receivable (AP/AR) automation

Budgeting & forecasting

Accounting, tax & compliance

## 4 Commercial finance

Digital banking

Nondilutive financing

## 5 Financial services infrastructure

Enterprise architecture

Platforms & APIs

## 6 Payments

B2B payments

Cross-border & foreign exchange

Payment platforms & point of sale (POS)

## 7 Regtech

Crime surveillance & fraud detection

Regulatory affairs & compliance

Risk management

## 8 Wealthtech

Advisortech

ADDEPAR, Altruist, 迅策科技, Earned, QRAFT

Investment tools & platforms

CLARITY AI, Origin, Vestmark, 盈盈金科 WIN-WIN FINTECH

Retirement planning

Human Interest, Smart, guideline, Vestwell, Pontera

# VC activity

In Q4, we recorded $5 billion in VC deal value across 336 enterprise fintech deals. Though quarterly deal values remain below peak levels seen in 2021 and 2022, the sector continues to see a healthy level of fundraising activity.

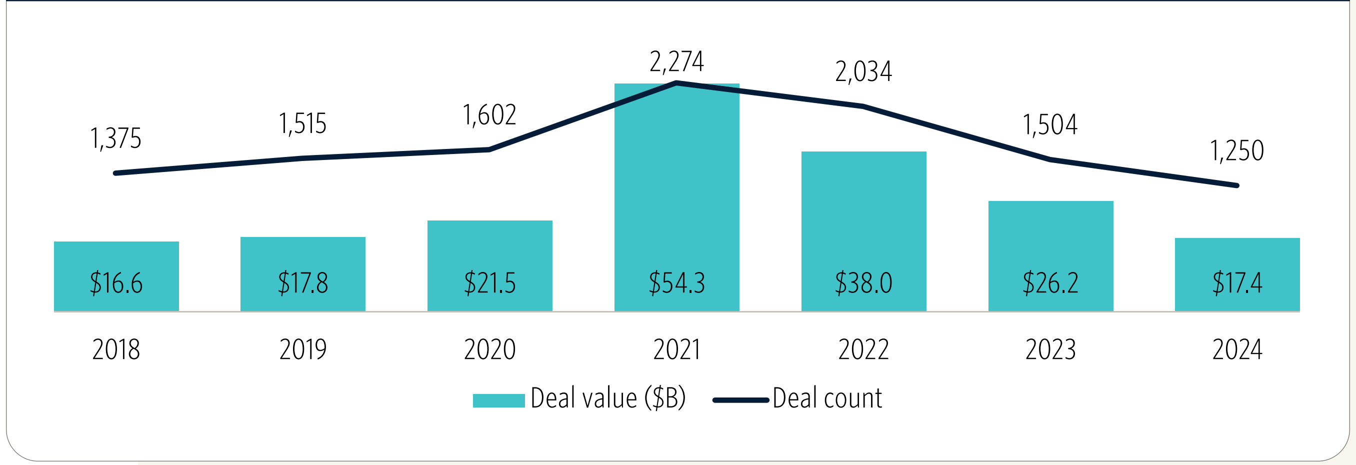
We maintain a positive outlook for the enterprise fintech sector as we progress through 2025, anticipating continued capital inflows. The recovering IPO market and increased M&A activity could restore liquidity to investors, encouraging more investment activity. Furthermore, the new Trump administration is broadly expected to support the sector by easing regulatory constraints, creating additional growth tailwinds.

Investors have expressed continued excitement for B2B fintech, driven by the sector's massive addressable markets, the strong caliber of companies innovating within the space, and the accelerating impact of emerging technologies such as AI.

Recent trends we are watching in enterprise fintech include:

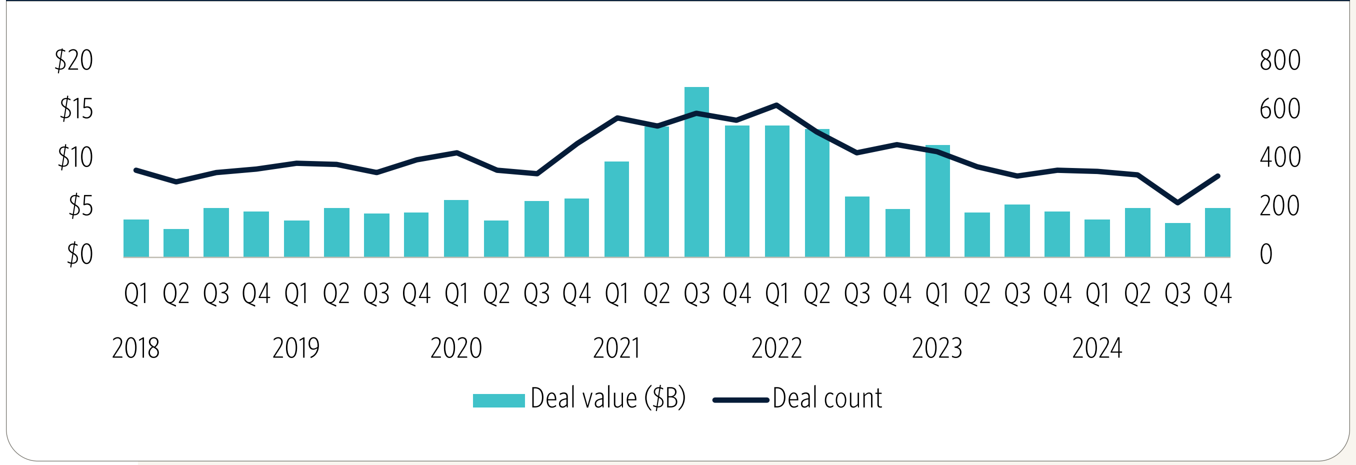
- **AI becoming table stakes for all fintech sectors:** Beyond driving operational efficiency, AI is increasingly being integrated into product offerings, enhancing their value through great capabilities, speed, and pricing. This has been most prevalent in lending, regulation technology (regtech), and wealth technology (wealthtech), with growing traction in traditionally entrenched segments such as capital markets and the CFO stack, where back-office inefficiencies present significant opportunities. Startups such as Setpoint, Nilus, Truewind, Basis, and Rosie AI have recently raised funding to develop AI-powered solutions in these spaces.
- **Agentic AI emerging fast:** AI agents are quickly being implemented across the entire fintech sector. Early traction has been seen in regtech, where workflows are complex and highly manual;

## Enterprise fintech VC deal activity




Source: PitchBook • Geography: Global • As of December 31, 2024

## Enterprise fintech VC deal activity by quarter




Source: PitchBook • Geography: Global • As of December 31, 2024

however, agentic AI innovations are rapidly breaking into banking and payments. Stripe has launched a software development kit enabling AI agents to transact with third parties via its API, while Coinbase's AgentKit enables the creation of AI agents that can transact on blockchain networks. Bud, Casca, Skyfire, Arva AI, Covecta, Nevermined, and AIsa are examples of startups driving agentic AI advancements.

- **Fraud becoming harder to ignore:** We are increasingly hearing from both investors and operators that fraud is becoming a bigger problem, fueled in part by more sophisticated AI-driven scams. With regulators tightening scrutiny on antifraud controls—recently seen with Block and Zelle—demand for advanced regtech solutions is likely to accelerate.

- **Embedded finance continuing to find new verticals:** Embedded finance remains a $350 billion-plus opportunity,[1, 2] with significant market potential in payments and emerging potential in lending, insurance, payroll, accounting, and tax. New embedded finance startups are tackling niche verticals, as seen with AtoB and Coast offering card issuing and expense management to the fleet industry, and Belfry providing payroll and billing solutions in the physical security sector.

- **Cross-border payment flows increasing, with stablecoins becoming mainstream:** Increasing globalization, shifting international investment flows, growing financial access, and advancements in payment infrastructures continue to boost cross-border payment volumes. FXC Intelligence estimates that the $195 trillion in cross-border payment flows seen in 2024 will grow to $320 trillion by 2032.[3] Stablecoins are quickly emerging as a new solution in the space due to their ability to offer price stability and decentralized features. Leaders such as PayPal, Visa, Ripple, Coinbase, and Stripe—which acquired Bridge for $1.1 billion—are already betting on the space, and startups such as BVNK, 1Money, Yellow Card, Rise, and Remote are launching and building stablecoin solutions.

1: "Prudence, Profits, and Growth," Boston Consulting Group, Deepak Goyal, et al., June 26, 2024.
2: "Adyen and BCG Research Finds Embedded Payments and Finance Now a $185 Billion Opportunity — a 25% Increase in Two Years," Adyen, October 28, 2024.
3: "How Big Is the Cross-Border Payments Market? 2032's $65tn TAM," FXC Intelligence, Lucy Ingham, Arinola Lawal, and Ciaran Allen, January 16, 2025.

## VC fundraising

**VC deal value and count:** Enterprise fintech companies raised $5 billion across 336 deals in Q4, marking QoQ increases of 42.3% and 51.4%, respectively. On a YoY basis, the quarterly VC deal value rose 5.7%, while deal count declined 6.7%. For the full year, we recorded $17.4 billion in VC deal value across 1,250 deals, representing YoY declines of 33.4% and 16.9%, respectively.

**Deal sizes:** Deal sizes increased in 2024, with the full-year median rising 25.5% YoY to $5.4 million. The early-stage median grew by 26.5% to $6.1 million, the late-stage median grew by 26.3% to $10 million, and the venture-growth median rose 9.2% to $23.8 million. The pre-seed and seed median remained relatively flat, up just 1.3% YoY to $2.7 million.

**B2B versus B2C:** Enterprise fintech companies captured 64.4% of total fintech VC deal value in Q4 and 59.5% in all of 2024. Investors continue to favor B2B fintech models, though retail fintech companies' share of total VC deal value rebounded in 2024, rising to 40.5% from 22.8% in 2023.

**Top segments:** In Q4, the segments with the highest VC funding were CFO stack with $1.3 billion, alternative lending with $860.9 million, and payments with $584 million. For the full year, the top three segments were CFO stack with $4.3 billion, capital markets with $3.3 billion, and financial services infrastructure with $3 billion.

**Top deals:** Top early-stage, late-stage, and venture-growth deals this quarter were Zest AI's $200 million late-stage round, Zip's $189.8 million Series D, and Kapital's $188.2 million Series B (combination of debt and equity). The leading pre-seed and seed deals were CredibleX's $54.4 million seed round (combination of debt and equity), Ierian's $18 million seed round, and Decile Group's $16.5 million seed round.

## VC exits

**VC exit value and count:** Enterprise fintech companies saw $6.7 billion in disclosed VC exit value in Q4, up 57.8% QoQ and 456.5% YoY. For the full year, we recorded $14.3 billion in disclosed VC exit value, reflecting a strong increase of 232.9% YoY. Exit count rose 23.5% QoQ and 61.5% YoY to 42 exits in Q4. In 2024, 157 total VC exits were recorded, representing a 13.8% YoY increase.

**M&A and buyouts:** 2024 saw 107 acquisitions and 41 buyouts of enterprise fintech companies. Acquisitions made up 68.2% of total VC exit count, while buyouts represented 26.1%. While not all VC exit value is disclosed, acquisitions saw $3.3 billion of disclosed VC exit value, and buyouts saw $1.1 billion. Notable acquisitions and buyouts this quarter include Visa's $925 million acquisition of Featurespace, Norvestor's $48.3 million buyout of Wint, LeaseCrunch's $25 million merger with Finagraph, Veefin's $2 million acquisition of Walnut, Employer.com's acquisition of Bench, and Thomson Reuters' acquisition of Materia.

**Public listings:** We recorded two public listings in Q4—ServiceTitan's $5.6 billion IPO and Usha Financial's $31.7 million IPO—bringing the total to nine enterprise fintech public listings in 2024. IPOs accounted for $9.9 billion in exit value, representing 69.1% of the year's total disclosed VC exit value. This marks the highest exit value for enterprise fintech public listings since the 2021 peak of $56.2 billion.

The IPO window appears to be reopening, as evidenced by strong demand for ServiceTitan's and MobiKwik's recent public listings. Chime and Klarna have filed for public offerings, signaling increased interest in the public markets. We anticipate more activity in the next year or two, with a robust pipeline of enterprise fintech companies to watch, including Stripe, Plaid, DailyPay, Ebury, Apex Fintech, Pleo, and Deel.

## Valuations

**Pre-money valuations:** The median pre-money valuation for 2024 was $36.4 million, a sizable increase of 88.9% from 2023's $19.2 million. Notably, valuations rose across all deal stages, though we believe the data may be skewed due to the continued lack of disclosure of down rounds. Venture-growth deals saw the largest jump, with the median valuation climbing 477.6% YoY to $670 million. The median early-stage valuation increased 97.3% YoY to $47.4 million, while the pre-seed and seed and late-stage medians saw solid growth of 30% and 19.5% YoY to $13 million and $53.4 million, respectively.

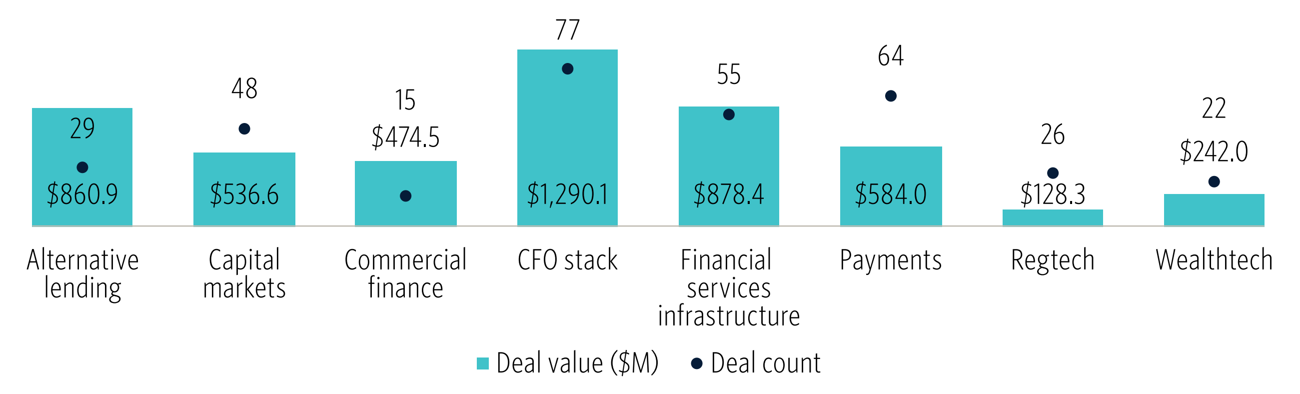
## Additional insight

This report covers the enterprise fintech sector. To see data and an analysis on the greater fintech sector, read our Q1 2025 Analyst Note: Fintech: State of the Industry 2025.

In addition, our 2025 predictions for the fintech sector can be found in our 2025 Consumer Technology Outlook and 2025 Enterprise Technology Outlook.

## VC ACTIVITY

### Q4 2024 enterprise fintech VC deal activity by segment

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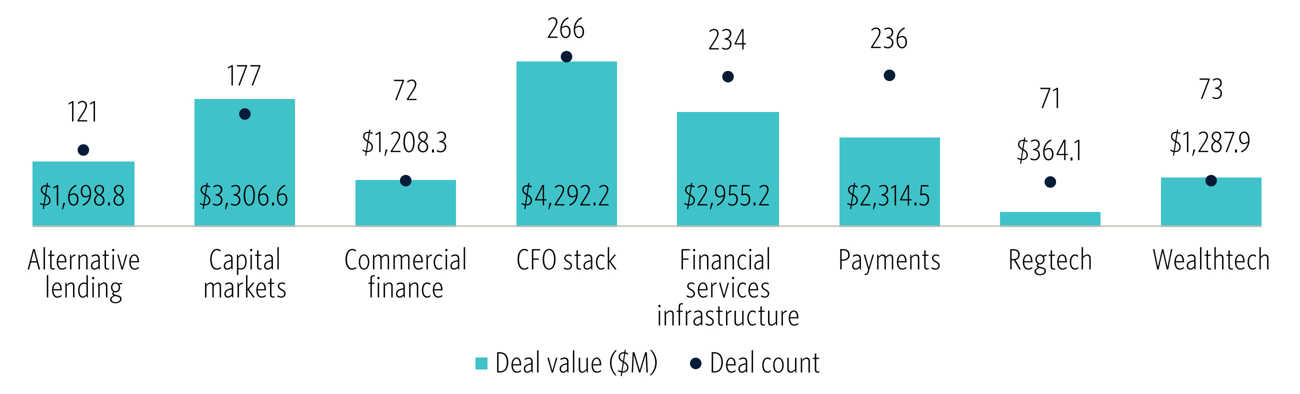
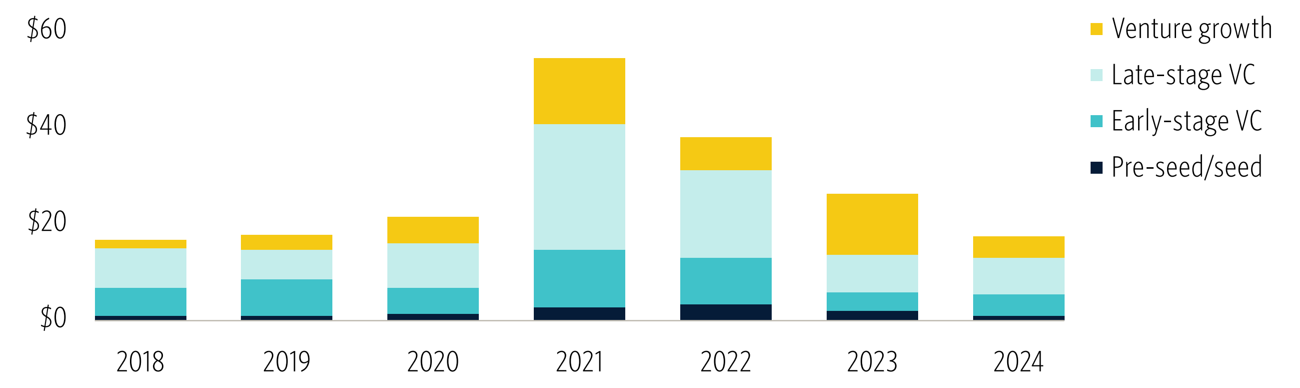
### Trailing 12-month (TTM) enterprise fintech VC deal activity by segment



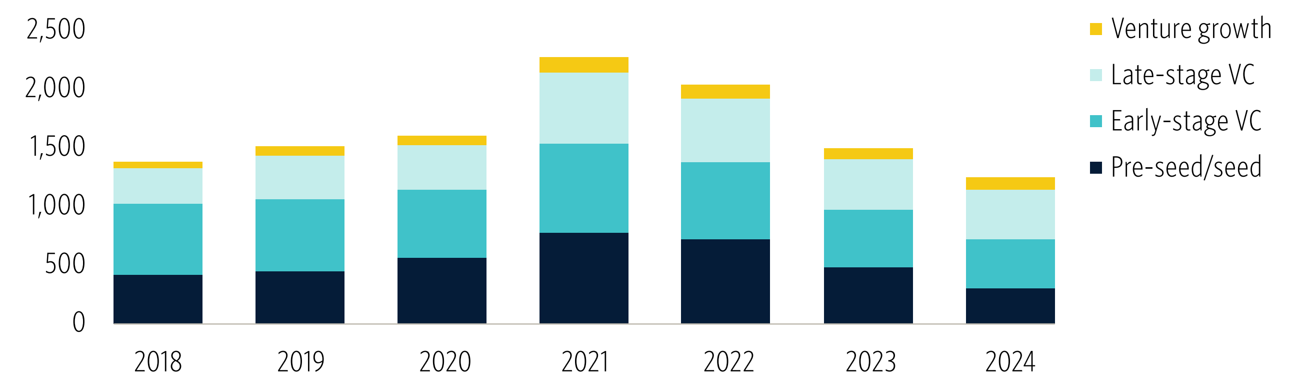

Source: PitchBook • Geography: Global • As of December 31, 2024

### Enterprise fintech VC deal value ($B) by stage




Source: PitchBook • Geography: Global • As of December 31, 2024

### Enterprise fintech VC deal count by stage




Source: PitchBook • Geography: Global • As of December 31, 2024

## Key enterprise fintech pre-seed and seed deals in Q4 2024

| Company | Close date | Segment | Category | Deal value ($M) | Post-money valuation ($M) | Lead investor(s) | Valuation step-up |
|---|---|---|---|---|---|---|---|
| **CredibleX** | December 13 | Financial services infrastructure | Platforms & APIs | $54.4 | N/A | N/A | N/A |
| **lerian** | November 6 | Financial services infrastructure | Enterprise architecture | $18.0 | N/A | Maya Capital (Brazil) | N/A |
| **Decile Group** | October 23 | Capital markets | Alternative capital | $16.5 | $96.5 | N/A | N/A |
| **Tesouro** | November 5 | Payments | B2B payments | $14.4 | $87.0 | N/A | 1.1x |
| **CFX Labs** | December 26 | Payments | B2B payments | $14.0 | $30.0 | N/A | N/A |
| **Auquan** | October 16 | Capital markets | Data & analytics | $10.6 | N/A | Peak XV Partners, Surge Ventures | N/A |
| **Tola** | October 31 | CFO stack | Budgeting & forecasting | $10.2 | N/A | Sequoia Capital | N/A |
| **Protegee** | December 11 | Payments | Payment platforms & POS | $10.0 | N/A | N/A | N/A |
| **Kick** | October 17 | CFO stack | Accounting, tax & compliance | $9.0 | N/A | General Catalyst, OpenAI Startup Fund | N/A |
| **Sapien** | October 4 | Financial services infrastructure | Platforms & APIs | $8.7 | $48.7 | General Catalyst | N/A |

Source: PitchBook • Geography: Global • As of December 31, 2024



## Key enterprise fintech early-stage VC deals in Q4 2024

| Company | Close date | Segment | Category | Deal value ($M) | Post-money valuation ($M) | Lead investor(s) | Valuation step-up |
|---|---|---|---|---|---|---|---|
| **Kapital** | November 21 | Commercial finance | Digital banking | $188.2 | N/A | Tribe Capital | N/A |
| **Aiwyn** | December 19 | CFO stack | Expense management & AP/AR automation | $113.0 | $434.0 | Bessemer Venture Partners, Kohlberg Kravis Roberts | 2.5x |
| **Nelly** | October 9 | CFO stack | Expense management & AP/AR automation | $110.9 | N/A | N/A | N/A |
| **Partior** | November 27 | Capital markets | Infrastructure | $80.0 | N/A | Peak XV Partners | N/A |
| **TradeAlgo** | October 8 | Capital markets | Data & analytics | $69.4 | N/A | N/A | N/A |
| **R2** | November 15 | Alternative lending | Microlending | $59.0 | N/A | Cometa (Mexico), Hi Ventures | N/A |
| **KPay Merchant Service** | December 3 | Payments | Payment platforms & POS | $55.0 | N/A | Apis Partners | N/A |
| **VoloFin** | November 18 | Alternative lending | Commercial lending | $50.0 | N/A | N/A | N/A |
| **Nomupay** | October 3 | Payments | Payment platforms & POS | $40.8 | $318.7 | Endeit Capital | N/A |
| **Basis** | December 17 | CFO stack | Accounting, tax & compliance | $34.0 | N/A | Khosla Ventures | N/A |

Source: PitchBook • Geography: Global • As of December 31, 2024



## Key enterprise fintech VC exits in Q4 2024

| Company | Close date | Segment | Category | Exit value ($M) | Exit type | Acquirer(s)/index |
|---|---|---|---|---|---|---|
| **ServiceTitan** | December 12 | Payments | Payment platforms & POS | $5,640.0 | IPO | Nasdaq |
| **Featurespace** | December 19 | Regtech | Crime surveillance & fraud detection | $925.0 | M&A | Visa |
| **Wint** | October 25 | CFO stack | Accounting, tax & compliance | $48.3 | Buyout/LBO | Norvestor |
| **Usha Financial** | October 31 | Alternative lending | Commercial lending | $31.7 | IPO | National Stock Exchange of India |
| **Finagraph** | November 15 | CFO stack | Accounting, tax & compliance | $25.0 | Buyout/LBO | Aquiline Capital Partners, LeaseCrunch |
| **Walnut** | November 5 | Capital markets | Data & analytics | $2.0 | M&A | Veefin |
| **Materia** | October 21 | CFO stack | Accounting, tax & compliance | N/A | M&A | Thomson Reuters Ventures |
| **Bench** | December 30 | CFO stack | Accounting, tax & compliance | N/A | M&A | Employer.com |
| **Investory.io** | October 3 | Regtech | Regulatory affairs & compliance | N/A | M&A | Quoroom |
| **Waave** | October 10 | Payments | Payment platforms & POS | N/A | M&A | Banked |

Source: PitchBook • Geography: Global • As of December 31, 2024



# Enterprise fintech VC deal summary

| | Quarterly activity | | | | | TTM activity | |
|---|---|---|---|---|---|---|---|
| | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2023 to Q4 2023 | Q1 2024 to Q4 2024 |
| Deal count | **360** | **355** | **337** | **222** | **336** | **1,504** | **1,250** |
| QoQ change | 7.5% | -1.4% | -5.1% | -34.1% | 51.4% | N/A | -16.9% |
| Share of total VC | 3.5% | 3.3% | 3.5% | 2.6% | 4.5% | 3.5% | 3.5% |
| Deal value ($B) | **$4.7** | **$3.9** | **$5.1** | **$3.5** | **$5.0** | **$26.2** | **$17.4** |
| QoQ change | -12.2% | -18.3% | 31.0% | -30.6% | 42.3% | N/A | -33.4% |
| Share of total VC | 5.8% | 4.6% | 5.5% | 4.2% | 4.4% | 7.5% | 4.7% |
| Exit count | **26** | **43** | **38** | **34** | **42** | **138** | **157** |
| Public listings | 0 | 1 | 2 | 4 | 2 | 3 | 9 |
| Acquisitions | 20 | 33 | 24 | 23 | 27 | 110 | 107 |
| Buyouts | 6 | 9 | 12 | 7 | 13 | 25 | 41 |

Source: PitchBook • Geography: Global • As of December 31, 2024



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As the private markets ecosystem continues to grow in complexity and competition, investors need tools and data that can give them an edge.

Our Industry and Technology Research provides detailed analysis of established industries and nascent tech sectors from the perspective of private market dealmaking, helping you stay current on market trends and providing the insights you need to pursue new opportunities with confidence.



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