

Fractal Labs bolsters SME banking technology

Fractal Labs, the AI-driven, API-platform designed to streamline the financial services (FS) experience for the SME market, is the first FinTech to receive FinTech Portfolio investment from Deloitte.



Left to right: [Noorneet Singh](#), [Nicholas Heller](#), [Louise Brett](#), [Patrick Newton](#).

Based within Deloitte's London FinTech lab, Fractal Labs will also further the expansion of its team to deliver their offering to the international market.

Fractal Lab technology unlocks an entirely new value exchange between SMEs and their FS providers by aggregating and enhancing the data required to make financial risk decisions, while using intelligent targeting to improve customer engagement.

Nicholas Heller, CEO and Co-founder at Fractal states: "SMEs are crucial to economies both for wealth creation and for the people they employ. Productivity growth is essential for

promoting long-term economic growth and higher living standards. It is therefore vital that SMEs have the best chance of succeeding.

“It is a rarity to work so closely with such an established business, and still be given the freedom to build the products we truly believe will revolutionise the banking experience for small businesses, who are at the core of everything we do at Fractal Labs. Our ambition is to be a truly global business, and this new investment confirms that we are on the right track to achieve what will be an incredible feat with a partner who has a lot of confidence in both our team and mission.”

Louise Brett, head of FinTech at Deloitte, said: “This is our first FinTech portfolio investment and we are continuing to help our financial services clients accelerate their innovation through collaboration and partnership. Fractal Labs is an exciting young company that is leveraging the UK’s leadership in Open Banking and we look forward to supporting it in its global ambition to serve the SME sector in partnership with Deloitte and the industry.”

About Fractal

Fractal is fundamentally changing small-to-medium-sized enterprises (SMEs) banking one API at a time.

Fractal solves the challenges in the massive SME market segment by providing a two-sided API based platform to (1) financial innovators such as banks and insurers, enabling them to better service (2) SMEs.

Fractal combines data and automation to unlock an entirely new value exchange between SMEs and their financial services (FS) providers by aggregating and enhancing the data required to make financial risk decisions while using intelligent targeting to improve customer engagement.

For more information, please visit www.askfractal.com

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