



Celcoin showcases innovation at Money 20/20 2024

At the forefront of the sector, the Brazilian infotech raised US\$ 125 million in 2024 and unveils its latest innovations and strategic bets at the event

São Paulo, October 25, 2024 – [Celcoin](#), a leading company in the Banking as a Service (BaaS) and Embedded Finance markets in Brazil, will be at Money 20/20 with its extensive expertise in the sector, presenting its latest market strategies and innovations.

“Celcoin’s participation in Money 20/20 is strategic, as it allows the company to showcase its innovations in financial infrastructure to a qualified audience eager to explore the trends and technologies shaping the future of banking transactions. With a sharp focus on market needs, Celcoin stands out by offering smart and efficient solutions, delivering a unique experience to its clients,” says Marcelo França, Celcoin CEO.

As of May 2024, the company has experienced exponential growth, with an annualized revenue of US\$ 62 million, representing a remarkable 140% increase compared to the previous year. This expansion attracted the attention of Summit Partners, which led a US\$ 125 million investment in June this year, along with Innova Capital and fintech executive John Coughlin, former Corpay leader.

Since 2022, Celcoin has made four strategic acquisitions: Galax Pay, focused on billing and sub-acquiring solutions; Flow Finance, specializing in credit infrastructure; Finansystech, a leader in Open Finance; and most recently, Reg+, a regtech dedicated to banking regulation.

In 2024, the company also launched three new products: *cel_card*, enabling the issuance and delivery of personalized cards; *Escrow Account*; and *MyBenk*, introducing the Endofinance concept, integrating financial services directly into business ecosystems.

Celcoin’s solutions are structured into three main verticals: Payments, Banking, and Credit. They serve both regulated entities, such as banks, payment institutions (IPs), and direct credit societies, and non-financial companies in various sectors, operating through a Banking as a Service model leveraging Celcoin’s own licenses.

About Celcoin

Celcoin was founded in 2016 as a Banking as a Service technology provider for business customers. Celcoin provides banking, credit and payments solutions and has more than 6,000 business customers connected to its platform. Celcoin is a B Corp certified company with a distinct focus on building products that make a significant social impact by expanding financial access for all Brazilian consumers. Learn more: <https://www.celcoin.com.br/>