

New Jersey's Guide to the

# FINANCIAL SERVICES INDUSTRY

choose  
newjersey

# FINANCIAL SERVICES INNOVATION

Launch, test, invent, and make history in New Jersey



9 NOBEL PRIZE  
WINNERS FROM  
BELL LABS



BIRTHPLACE OF  
BLOCKCHAIN

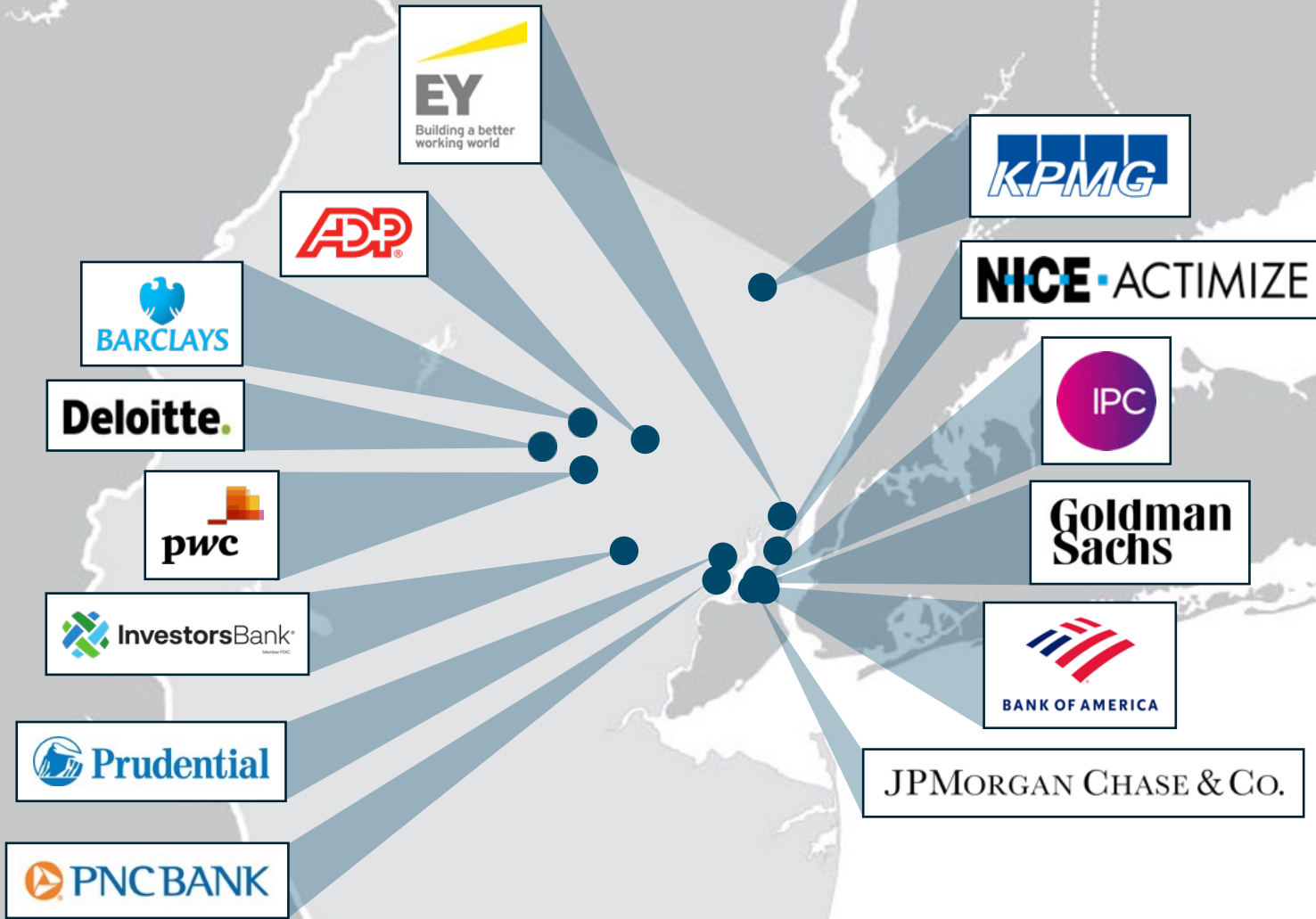


2.14M SQUARE  
FEET OF DATA  
CENTER SPACE

New York Stock  
Exchange and the  
Federal Reserve  
Bank of New York  
run transactions  
through New Jersey



HOME TO BNY  
MELLON'S GLOBAL  
INNOVATION CENTER



# TOP FINANCIAL SERVICES COMPANIES

Join your peers growing here

# THE FUTURE OF FINTECH

## HOME TO GLOBAL FINANCE FIRMS

BNY Mellon chose Jersey City for one of its Global Innovation Centers

Goldman Sachs, JP Morgan Chase, and RBC Capital Markets relocated employees here from New York City



JPMORGAN CHASE & CO.

## INVESTING IN TALENT

Stevens Institute of Technology

- Quantitative Finance program with Bloomberg certification for freshmen
- 1<sup>st</sup> in the U.S. to develop a Financial Engineering PhD
- 1<sup>st</sup> ever industry-based NSF cooperative research center dedicated to fintech

## INNOVATORS IN NEW JERSEY

Home to more than 25% of the world's top fintech companies

BlockFi, a crypto wealth management firm headquartered in Jersey City, was named among Forbes' Fintech 50 Companies 2021



# NEW JERSEY'S ECOSYSTEM

A robust community supporting  
the financial services industry

## NEWARK VENTURE PARTNERS

Backs fintech  
startups like Viktar  
Technologies and  
MoCaFi

## SPORTS WAGERING AND FINTECH WORKFORCE DEVELOPMENT & INNOVATION CENTER

Launched by  
New Jersey Economic  
Development Authority  
and New Jersey City  
University

## NEW JERSEY BIG DATA ALLIANCE (NJBDA)

Brings together  
academic, government,  
and industry to spur  
data-driven growth

## TECHUNITED: NEW JERSEY

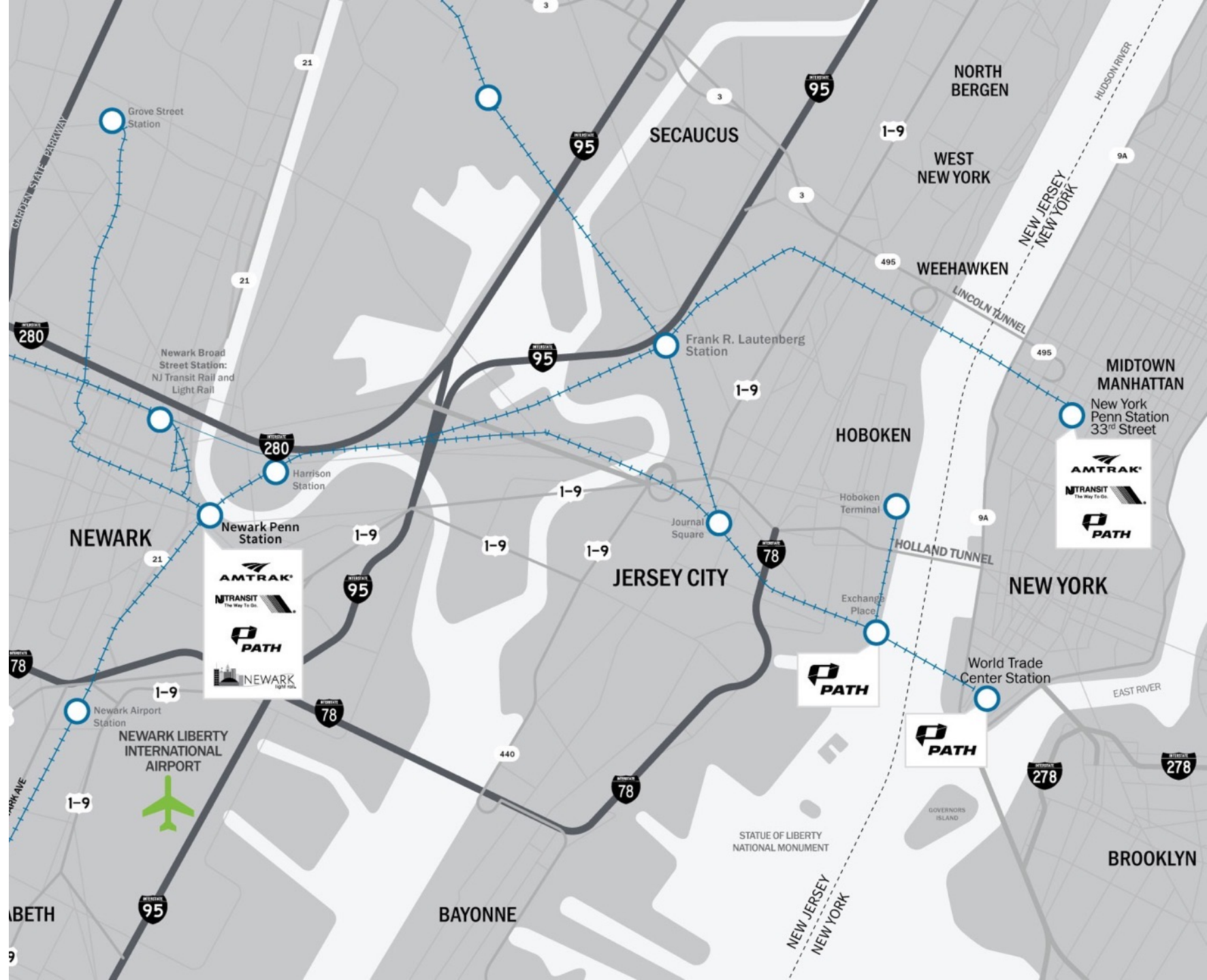
Advocacy organization that  
provides business  
development, education &  
networking



# LOCATION

Place yourself in the middle of the action

Northeast New Jersey is located just 10 minutes from New York City via PATH commuter rail service or ferry. It takes less time to travel from Jersey City to Wall Street than it does from Midtown Manhattan.





# HIGHER EDUCATION

Advancing financial services breakthroughs



- ▶ #1 university in the U.S. for 12 consecutive years



- ▶ \$750.8M in R&D spending and 147 patents in 2019



- ▶ Home to Hanlon Financial Systems Lab for hands-on learning



- ▶ One of the few U.S. universities offering a B.S. in Fintech

# BUSINESS ASSISTANCE

Entrepreneurs are eligible for free rent support in qualified coworking spaces.

## NJ COVEST FUND

Seed funding between \$100,000 and \$250,000 is available to New Jersey tech companies to further commercialize their technology and scale revenues.

## EDISON INNOVATION FUND

Structured as convertible debt, early-stage companies are provided growth capital to directly fund hiring key staff, product marketing, and sales.

## NJ FOUNDERS AND FUNDERS

Held biannually, entrepreneurs meet with venture investor one-on-one to give honest open feedback on business models, strategy, and technology.

## NJ IGNITE

New Jersey Economic Development Authority offers funding and mentoring to help you grow.



## THE CO-CO COLLABORATIVE

A women-focused collaborative space for entrepreneurs and solopreneurs in Summit was approved to participate in the NJ Ignite program. In addition to office space and networking opportunities, the co-working space also serves as a co-learning space, regularly hosting events.

# WHAT THEY SAY

Hear from New Jersey  
company executives



“ We are constantly exploring ways to expand our presence and show our commitment to our clients in the Tri-State region. We believe Hoboken is a key solution in accomplishing these efforts and we look forward to continuing to grow as an innovation leader in the New York City metro area.”

Richard Jeanneret, Americas Vice Chair, U.S.-East Region Managing Partner, EY



“ This world-class campus will play a pivotal role in the execution of Barclays’ long-term strategic priorities, bringing teams together into new and vibrant working environments that accelerate innovation and increase collaboration. This will help us serve our customers, clients, and shareholders and attract and retain talent as we shape the Barclays of the future [...] [W]e have worked closely with the state of New Jersey to bring this project to fruition.”

Paul Compton, Global Head of Corporate & Investment Bank, President of Barclays Bank PLC (BBPLC)



“ We feel New Jersey brings the best of both worlds to its communities: small-town relationships and connections along with big-city resources, including an amazingly well-educated workforce and local universities that enthusiastically engage with corporate leaders to tap into students to prepare them for future jobs before they graduate..”

Eden Hoffman, Head of Global Communications, Cross River

# FAMILY FIRST

An ideal place to raise your family



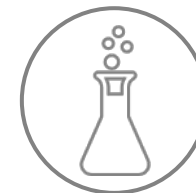
#1 STATE TO RAISE A CHILD



#1 PUBLIC SCHOOL SYSTEM IN THE U.S.



#2 STATE TO LIVE IN THE U.S.



#2 STEM HIGH SCHOOL IN THE U.S.

# VALUES THAT MATTER

We welcome and celebrate diversity



PROUD TO BE  
THE 4TH MOST DIVERSE  
STATE IN THE U.S.



SAFE COMMUNITIES WITH  
STRICT GUN LAWS



A PROPONENT OF LGBTQ+  
AND WOMEN'S RIGHTS



100% CLEAN ENERGY GOAL  
BY 2035

# WHAT WE CAN DO FOR YOU



## MARKET INTELLIGENCE

Receive customized Request for Information (RFI) responses



## SITE SELECTION ASSISTANCE

Find and tour properties that meet your requirements



## STATE RESOURCES INFORMATION

Benefit from incentives and workforce development initiatives



## INTRODUCTIONS TO PUBLIC AND PRIVATE PARTNERS

Meet higher education experts and legal, staffing, and accounting providers



## PUBLIC RELATIONS SUPPORT

Publicize the good news after you locate in New Jersey



# GET TO KNOW US

Choose New Jersey is New Jersey's leading nonprofit economic development organization. We stimulate job creation and attract capital investment with the aim of growing New Jersey's economy. We also market the state globally as the most ideal place in the United States to live, work, and play.

Our results since 2010:



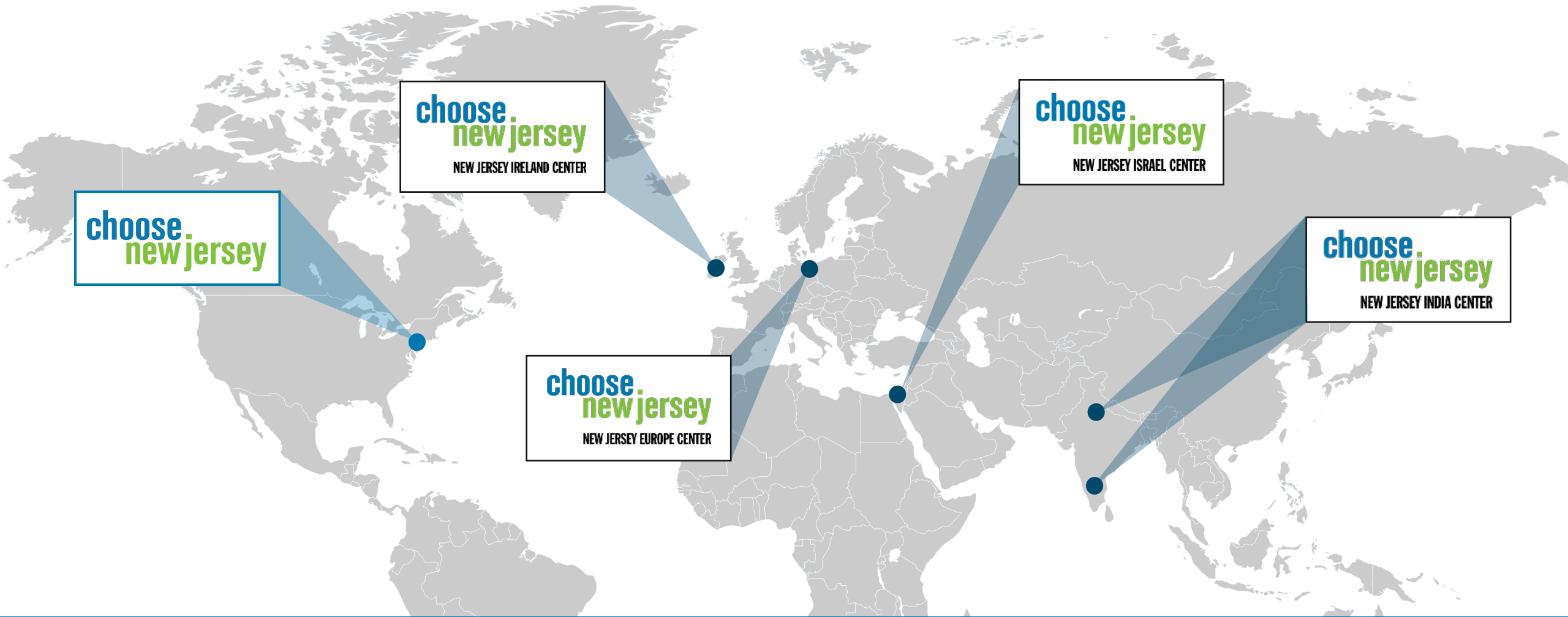
380  
COMPANIES  
LOCATED OR  
EXPANDED IN  
NEW JERSEY



52,000 NEW  
AND  
RETAINED  
JOBS



\$6.3B IN  
CAPITAL  
INVESTMENT



**choose**  
new jersey

**choose**  
new jersey  
NEW JERSEY IRELAND CENTER

**choose**  
new jersey  
NEW JERSEY ISRAEL CENTER

**choose**  
new jersey  
NEW JERSEY INDIA CENTER

**choose**  
new jersey  
NEW JERSEY EUROPE CENTER

# CHOOSE NEW JERSEY OFFICES

New Jersey is positioned to support expansion from anywhere in the world

# LET'S WORK TOGETHER

We've just scratched the surface of financial services in New Jersey. Ready to know more? We can help.



**ANASTASIA BLASI**

Business Development Officer

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# OUR LEGACY OF EXCELLENCE CONTINUES WITH YOU

Ready to take your business to the next level? We're here to help.

**choose.  
newjersey**

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