

TrueLayer raises mega-round as open banking heats up

Article

Here's how it works: TrueLayer gives developers technology to access a range of open banking services, such as account holder verification and payment initiation.

Its clients include neobanks, crypto startups, and ecommerce companies, and Trulayer says it enables **millions of consumers' open banking transactions**. It will use the funding to extend its payment network to more regions.

How did it reach unicorn status? TrueLayer has helped make financial executives more receptive to open banking, which likely won over investors.

- Positive sentiment among financial executives toward open banking **rose from 55% in 2019 to 71% in 2021 in Europe** as they realized the advantages of open banking's commercial potential and recognized its strategic importance, per a study from [Tink](#).
- But **37% of European financial executives** expect their companies will take longer than a decade to complete their open banking objectives. Having so many companies at the very early stages of adoption bodes well for companies like TrueLayer and gives them plenty of room for client growth.
- Interestingly, **Stripe**, which hasn't yet added open banking to its own payments infrastructure, participated in the round—potentially paving the way for a strategic investment in the future.

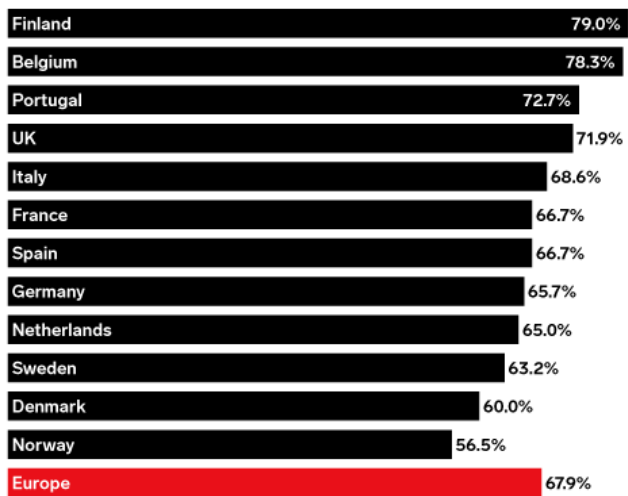
The bigger picture: Incumbents increasingly see the potential of open banking and are becoming the biggest force in the space, likely pushing TrueLayer to double down on its own expansion to avoid losing market share.

- **Mastercard** acquired **Aiia** earlier this [month](#) for its European open banking push.
- **ING** [shut down](#) its consumer-facing open banking app **Yolt** to double down on its B2B platform, Yolt Technology Services (YTS).
- Open banking startup **Tink** made four acquisitions in the last year, [including](#) competitor **FinTecSystems**, and was later [purchased](#) by **Visa**.

Want more? Check out [this article](#) to get a deeper dive into the state of open banking implementation across Europe.

Financial Executives in Select Countries in Europe Who Agree that the Coronavirus Pandemic Increased Interest in Open Banking Technologies, March 2021

% of respondents



Note: n=308

Source: Tink, "Open Banking in the Post-Pandemic World: New Era of Finance" conducted by YouGov, June 17, 2021

267122

[InsiderIntelligence.com](https://www.insiderintelligence.com)