

CHOOSE NEW JERSEY

FINANCIAL SERVICES INDUSTRY GUIDE

choose
new jersey

FINANCIAL SERVICES INNOVATION

Launch, test, invent and make history in New Jersey



9 NOBEL PRIZE
WINNERS FROM
BELL LABS



BIRTHPLACE OF
BLOCKCHAIN

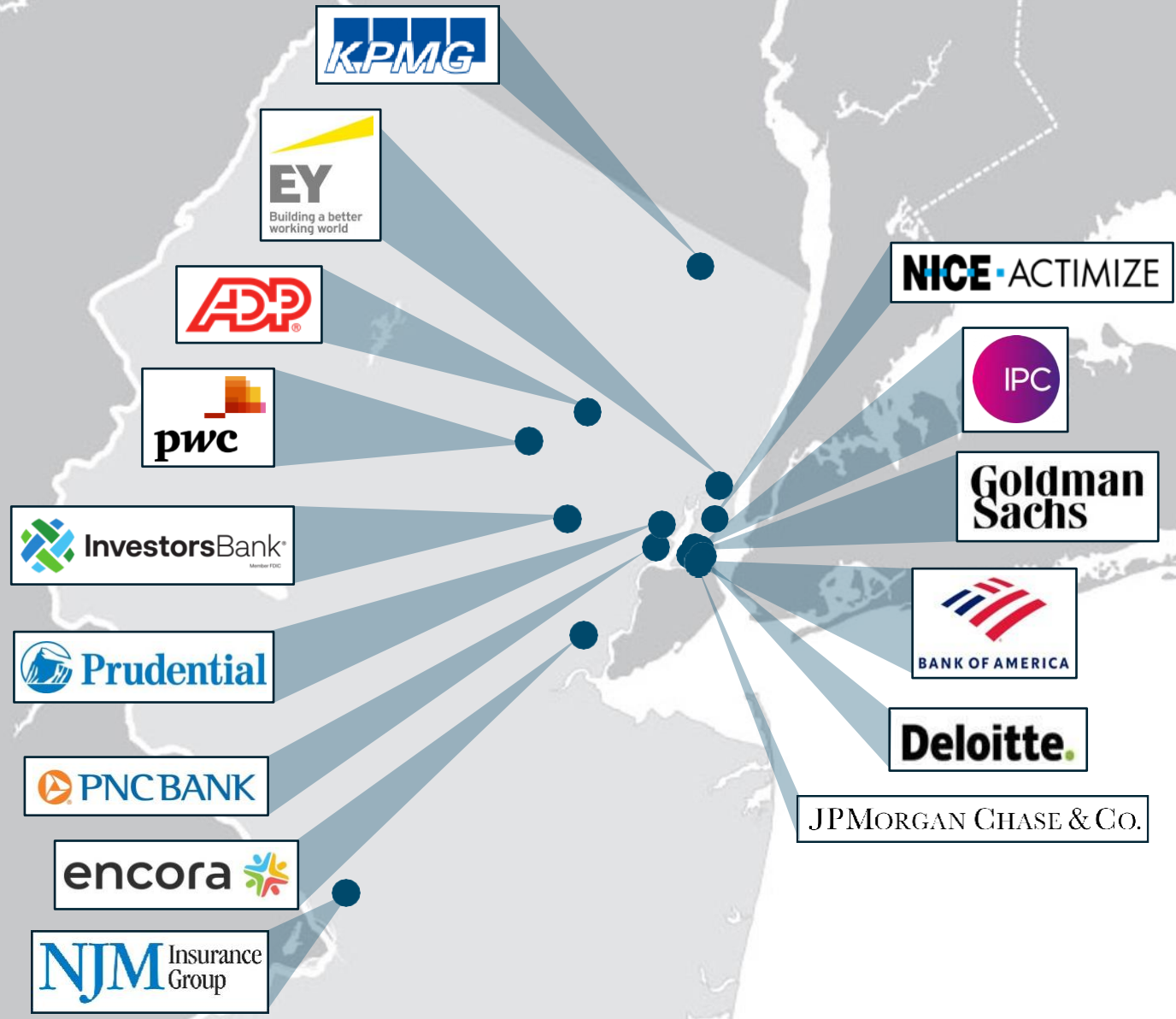


2.14M SQUARE
FEET OF DATA
CENTER SPACE

NYSE and the
Federal Reserve
Bank of NY run
transactions
through NJ



HOME TO BNY
MELLON'S GLOBAL
INNOVATION CENTER



TOP FINANCIAL SERVICES COMPANIES ALREADY CHOSE NEW JERSEY

Be among your peers growing here

ANTECH

The future of banking lives here

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
- 1st in the U.S. to develop Financial Engineering PhD
- 1st 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, named among Forbes Fintech 50 Companies 2021





LOCATION

Discover a global gateway to greatness

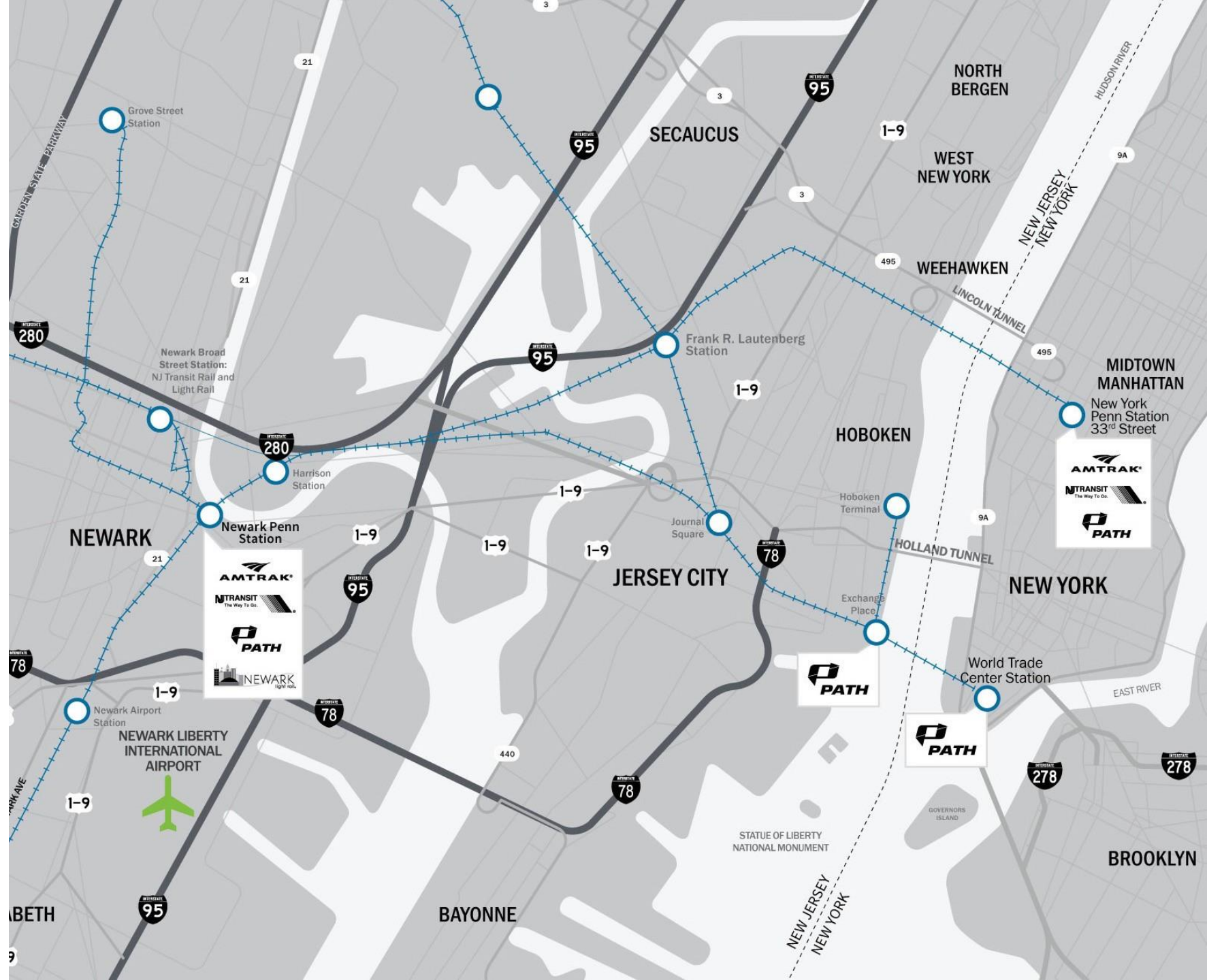
38M Consumers within
150 miles/241 km

\$2.9T In GDP within
150 miles/241 km

LOCATION

Place yourself in the middle of the action

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.





HIGHEST CONCENTRATION
OF SCIENTISTS AND
ENGINEERS IN THE U.S.



42% OF RESIDENTS HAVE
BACHELOR'S DEGREES
OR HIGHER



#2 HIGHEST CONCENTRATION
OF STEM DEGREES AWARDED
IN THE U.S.



TOP TALENT

We are the Smartest State in America for a reason

WORKFORCE

Hire from a robust labor pool

EDUCATION DATA 2019	NEW JERSEY ALL SCHOOLS	NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA MSA ALL SCHOOLS (3562)	BOSTON-CAMBRIDGE- NEWTON, MA-NH MSA ALL SCHOOLS (1446)	SAN FRANCISCO-OAKLAND- BERKELEY-CA MSA ALL SCHOOLS (4186)
Business and financial operations occupations	17,653	44,755	23,931	9,782

NEW JERSEY'S

ECOSYSTEM

A robust community supporting the industry

NEWARK VENTURE PARTNERS

Backing fintech startups like Viktor Technologies, MoCaFi

SPORTS WAGERING AND FINTECH WORKFORCE DEVELOPMENT & INNOVATION CENTER

Launched by NJEDA, NJCU



NEW JERSEY BIG DATA ALLIANCE (NJBDA)

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

TECHUNITED:NJ

Advocacy organization that provides business development, education & networking

COST OF SPACE

Available space at an affordable price

ASSET CLASS	NORTH JERSEY	MANHATTAN	SILICON VALLEY
CLASS A OFFICE	\$36.36	\$90.82	\$64.20

BUSINESS ASSISTANCE

NJEDA offers funding and mentoring to help you grow

NJ FOUNDERS & FUNDERS

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

NJ COVEST FUND

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

NJ IGNITE

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

EDISON INNOVATION FUND

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

BUSINESS ASSISTANCE

NJEDA provides the support for your business to thrive

ANGEL INVESTOR TAX CREDIT PROGRAM

Investors in a qualifying New Jersey tech business may benefit from a 20% investment tax credit. An additional 5% bonus is available for a business located in a qualified opportunity zone, low-income community, or is certified as minority or women-owned.

TECHNOLOGY BUSINESS TAX CREDIT TRANSFER (NOL)

Enables qualified, unprofitable New Jersey-based tech companies with fewer than 225 U.S. employees (including parent company and all subsidiaries) to sell a percentage of net operating losses (NOL) and R&D tax credits to unrelated profitable corporations for at least 80% of their value.