

JANUARY 2025

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## Letter from the Director

Greetings!

We're well on our way into the new year!

Thank you to this month's newsletter sponsor, **Netevia** and **Vlad Sadovskiy** for sharing milestones and how their POS division is focused on delivering specialized, industry-specific solutions. **Tom McCole** provides a wrap up of **NRF 2025**. We feature two podcasts, **Nitin Gaur** joined by **Mark Witten** to discuss global cryptocurrency markets on **Beyond Bitcoin**, and **Fintech Confidential** host, **Tedd Huff**, talks with **Pascale Elie** about her work improving financial services in Latin America and the Caribbean.

There's lots of activity on the calendar. We're looking forward to seeing you at **Netevia's Conference** in Miami next month, and then Atlantic City for **NEAA** in March. Check out our Upcoming Events listings below for more details.



**Marla Ellerman**  
Executive Director  
[MPC Money, Payments, Connections](#)

## MPC Interview



### MPC Interviews Vlad Sadovskiy of Netevia

*Please state your name, title, company, and email address to provide to prospective partners and customers interested in receiving more information.*

Vlad Sadovskiy, CEO & Chief ISO Banker at Netevia

***How are you different than other brands in your space?***

Netevia distinguishes itself by being more than just a payments company. We focus on providing a holistic ecosystem tailored to the specific needs of merchants, ISOs, and ISVs. Our strength lies in our ability to offer customizable solutions that integrate seamlessly with various industries, whether it's retail, food service, or professional services. Our innovative technology, combined with a deep understanding of our clients' businesses, sets us apart. We are also highly proactive in staying ahead of market trends, ensuring that our partners are always equipped with cutting-edge tools to grow their businesses.

**READ MORE**

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## PAYMENTS PROFILER



### **NRF Wrap 2025**

**by Tom McCole**

After surviving a treacherous “Georgia blizzard” with snowfall reaching a frightening 1.5 inches, I made my way safely to the Atlanta airport. Destination: **The National Retail Federation** convocation in New York City. This is my 25th year of attending this event and I can declare emphatically my favorite so far. The hype of converging automation technologies is finally crossing over to real-world retail solutions, and the market is truly ready to adopt and adapt.

The size and scope of this expo amazes me every year with the new products and technologies brought forth by exhibitors large and small. The NRF 25 Expo hosted 1,000 exhibitors, 6200 brands, and 35,000+ attendees in total representing every continent the world over.

Self-checkout was a dominant technology displayed throughout the expo. 77% of shoppers prefer to use self-checkout in stores because it's faster than relying on store staff, according to **NCR Voyix Corp.'s 2025 Commerce Experience Report**.

**READ MORE**

*Tom McCole is a veteran payment technology executive and business development consultant based in Atlanta. [Tom@mmtmagonline.com](mailto:Tom@mmtmagonline.com)*

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# FEATURED NEWS

## **Netevia Secures \$120 Million in Committed and Uncommitted Capital from WhiteHorse to Accelerate Growth**

MIAMI, FLORIDA, USA, July 3, 2024 /EINPresswire.com/ -- Netevia, a leading fintech company specializing in innovative payment solutions, is pleased to announce that it has raised up to \$120 million in committed and uncommitted capital from WhiteHorse Capital, a premier private investment firm; the new funding consists of various debt facilities designated to complete key acquisitions, rollout new products and execute on strategic initiatives.

“We are thrilled to partner with Whitehorse Capital, the funding marks a pivotal moment for Netevia as we embark on the next phase of our growth journey. This financial partnership will allow us to carry on Netevia’s mission of becoming the next unicorn in financial technology with a very unique and diverse channel sales strategy” said Vlad Sadovskiy CEO of Netevia.

“We are excited to partner with Netevia and look forward to supporting them in the continued growth and success of the business.” said Craig Palmer from WhiteHorse Capital.

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# FEATURED VIDEO



Netevia's newest banking services offering include a **Professional Card** that can be issued to individuals of the ISO and payment community, and the **Air Card**, designed to be issued to employees of merchants which soon will be able to get access to their wage earlier than scheduled payroll including instant tipping and other features.

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# (re)CAST



## The Road Ahead: Crypto, Global Economy, and

### Decentralisation

In this episode of **Beyond Bitcoin**, **Nitin Gaur** and **Mark Witten**, the CIO of Portal Asset Management, discuss the latest trends in global macro, the evolution of crypto, and key market insights. They delve into the impact of political uncertainties, the resurgence of interest in digital assets, and the growing utility of blockchains. Mark shares his experiences from Europe and provides in-depth analysis of the current and future state of the crypto market. They also explore the convergence of AI and blockchain, stablecoin growth, and the role of institutional investors. Concluding with a look ahead to 2025, this episode is packed with valuable perspectives and predictions.

[WATCH HERE](#)

[LISTEN HERE](#)

*Deryck Graham, CEO of Portal Asset Management has over 30 years' experience building and listing companies on the Australian Securities Exchange and 19 years' experience as a public company director. As an active investor in the blockchain space, Deryck has been an angel investor for many years, and continues to advise nationally and internationally.*

*Nitin Gaur is Founder and CEO of LedgerLink, an AI driven Web2.5 Platform. Formerly, as Founder and Managing Director of IBM Digital Asset Labs, he devised industry standards and use cases, working towards making blockchain a reality. Recognized as an IBM Distinguished Engineer and Master Inventor, Nitin has a rich patent portfolio .*

**Future of Caribbean Payments!**

**Pascale Elie**  
Chairperson | Cell Pay  
Co-Founder | Haiti Pay

FINTECH  
CONFIDENTIAL  
Leaders  
One on One

## Fintech in the Caribbean: Where Cash Meets the Future!

In this episode of **Fintech Confidential: Leaders One on One**, host **Tedd Huff** speaks with **Pascale Elie**, Co-founder & Chairperson of Cellpay and Co-founder of HaitiPay, about her work in improving financial services in Latin America and the Caribbean. Pascale shares how the 2010 earthquake highlighted the need for accessible financial tools, leading to the launch of HaitiPay, Haiti's first privately regulated fintech company. She discusses the importance of building partnerships, fostering trust, and addressing regulatory gaps to provide effective solutions.

**WATCH HERE**

**LISTEN HERE**

*Tedd Huff, a Fintech leader, offers expertise through DD3 Media and Voalyre. DD3 Media is a multimedia and marketing agency that specializes in producing engaging content, including podcasts, live streams, and onsite interview events.*

*Voalyre, founded by Tedd, provides global Fintech companies guidance through their challenges through software and advisory services. Tedd's leadership has supported startups and firms like Global Payments, OpenEdge and TSYS, focusing on growth and user experience. His collaborations include Apple, Google, Amazon, and Walmart.*

*For strategic Fintech direction, Tedd Huff's DD3 Media and Voalyre offer services to drive innovation and simplify payments.*



The Side Hustle is your guide on this journey to discover lucrative hustles that can transform your financial future. Whether you're looking to diversify your income or you're a business seeking innovative distribution channels, you've come to the right place.



## Welcome to "The Side Hustle" - Unlocking the Potential of Side Hustles with Marla Ellerman

In this introductory episode of 'The Side Hustle,' host Marla Ellerman explores various opportunities for creating additional streams of income, whether you're an individual hustler or a business seeking to expand through innovative channels. The show promises to deliver stories of successful hustlers and companies, offering insights, tips, and strategies for financial growth. Businesses can leverage this platform to enhance visibility and revenue through a pay-for-performance model. The episode encourages both hustlers and companies to tune in for future episodes or contact the show to start their journey toward financial transformation.

[LISTEN HERE](#)

Ready to take the next step?

Contact us today to start your hustle or schedule your interview and start your journey to greater visibility and increased sales.

Join the hustle. Expand your reach. Grow your business.

We're excited to have you with us. Subscribe now and don't miss out on our future episodes. Until then, keep hustling and making those dreams a reality.

**Marla Ellerman**



1→ What's your Hustle?

A Hustler

B Company

OK

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# FINTECH Meetup

Venetian, Las Vegas, March 10-13, 2025

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**Trybe**

May 20-22, 2025 | Aria, Las Vegas

[Get Ticket Now!](#)



"Trybe is the only event that is designed for cross industry collaboration at scale. New connections, new partnerships, new approaches -- this is where the groundbreaking ideas will come from."

Aparna Mohan 

Where Women + Allies  
Learn, Network & Do Business Across Industries

# UPCOMING EVENTS

**NETEVIA'S  
BUSINESS  
CONFERENCE 2025**

**Feb 3-4**  
**Netevia's Business Conference 2025**  
 Hard Rock Hotel and Casino  
 Miami FL

**Feb 24-25**  
**Future Digital Finance Connect**

Intercontinental New Orleans  
New Orleans LA

**Mar 3-4**  
**Bank Automation Summit**

Hilton Nashville  
Nashville TN



**Mar 10-13**  
**Fintech Meetup**

The Venetian  
Las Vegas NV



**Mar 18-19**  
**NEAA 2025 | Northeast Acquirers Association**

Harrah's Resort  
Atlantic City NJ

**Apr 22-24**  
**Money 2020 ASIA**

Queen Sirikit National Convention Center  
Bangkok THAILAND

**Apr 27-30 in-person (Jun 9-11 virtually)**  
**Smarter Faster Payments | Natcha**

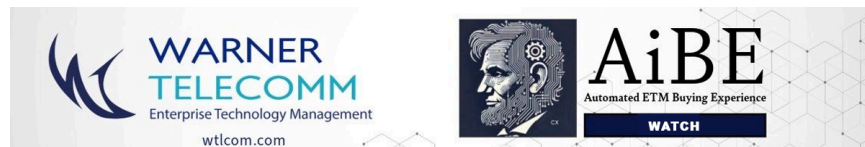
Ernest N. Morial Convention Center  
New Orleans LA

**May 20-22**  
**Trybe**

Aria Resort & Casino  
Las Vegas NV

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*MPC Media Partner Advertisement*



**AiBE Enterprise Technology Management**

Say hello to AiBE, the future of Enterprise Technology Management, powered by Warner Telecom! AiBE is a groundbreaking solution designed to simplify and automate how businesses manage and contract their technology infrastructure.

*[Watch the video. Sign up to learn more and access AiBE.](#)*

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# BLOG



**Intel at CES 2025:  
Pioneering AI-Driven  
Innovation in Work  
and Mobility**

BLOG ARCHIVE

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# PRESS



**Walk-On's Sports  
Bistreaux Selects  
Paytronix to Drive  
Loyalty Program**



**PDX Beam Demos  
Crypto-to-Fiat Point-  
of-Sale Payments:  
Funds Transfer and  
Cash Settlement in  
Seconds**



**South Korea Telecom  
and Pay-TV Services  
Revenue to Increase  
at 1.9% CAGR Over  
2024-29, Forecasts  
GlobalData**

PRESS ARCHIVE

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