



neo | BOAST®

Neo Offers the Future of Financial Services to Canadians Through Its Focus on R&D and Innovation

Fintech leader prioritizes innovation powered in part by SR&ED tax credits from partner Boast.

About Neo®

Everyone loves a good underdog story. Neo Financial brings an innovative new approach that is challenging Canada's established, traditional banks. Those institutions have been bellwethers for decades, but Canadians today want modern approaches to managing their money. Most traditional firms use the same underlying software that is slow and doesn't evolve quickly. Neo brings a better approach.

"Canadian banks don't offer what people want today, especially related to service and convenience," said Kris Read, Neo co-founder and engineering head. "Our premise has been to bring a customer-centric approach backed by hyper-modern technology. Offering customers easy, quick, and value-driven financial solutions has been our goal from the day we started."

The facts show Neo is on the right track. The company has grown to over 400 employees, and has established partnerships with over 5,000 retailers across Canada. The company continues to hire, and is a top Canadian employer with dozens of new and exciting positions available on its website: www.neofinancial.com/careers

"Our mobile-first approach is unique and reflects how customers want to manage their finances today. Customers are on-the-go and they want to manage their finances wherever they are."

KRIS READ, NEO CO-FOUNDER AND HEAD OF ENGINEERING

Neo Brings a New Way with a Focus on R&D and Technology Innovation

Neo's focus has been to innovate new technology and processes that drive new customer adoption. "We've been cloud-based since we started," said Read. "Our mobile-first approach is unique and reflects how customers want to manage their finances today. Customers are on-the-go and they want to manage their finances wherever they are. They don't want to travel into branches anymore, or meet with a manager for something simple like a credit-limit increase.

Disrupting traditional, legacy solutions takes courage and focus. Tesla challenged the auto industry and Uber challenged the taxi industry, and they both needed superior technology to win customers over. Being product-led puts the power into the hands of Neo customers and gives the company feedback instantly.

SR&ED

“We’ve used SR&ED since we started. It allows Neo to hire aggressively, retain specialists, and create the advantage we’ve needed to win.”

KRIS READ, NEO CO-FOUNDER AND HEAD OF ENGINEERING

To create superior products, Neo has prioritized hiring the best talent in Canada. They look for employees who are up for a big challenge and are passionate about Neo’s mission. Culture is critical to keeping the company focused as it rapidly grows. Neo builds financial technology, web experiences, and apps from the ground up and puts a focus on R&D and innovation.

SR&ED Helps Neo Accelerate Innovation

To help spur innovation, the company uses the Canadian government’s tax incentive program for research development and experimental development (SR&ED), which rewards companies investing in new and innovative products with tax credits and incentives. “We’ve used SR&ED since we started,” said Read. “It allows us to hire aggressively, retain specialists, and create the advantage we’ve needed to grow at this pace.”

Neo has partnered with R&D intelligence and tax incentive innovator, Boast. Using the Boast platform, including its integrations and AI technology, along with Boast guided services has made SR&ED fast and easy for Neo. “It’s important for Neo that we capture all our eligible incentives, and that the process is fast and easy—our teams are busy and getting stuck in the mud doing SR&ED would cost us valuable time and slow our innovation. Fortunately, Boast brings the technology, service, and the outcomes we need.”



Boast Makes SR&ED Work Better for Neo Financial

- Faster claims process
- Less burdensome for Neo financial and dev. teams
- More accurate claims from Boast data integrations and AI-automation technology

“Canadians are smart; they know when something is better. That’s why Neo is growing so quickly, because consumers see a better way to manage their money through the innovations and R&D that Neo offers,” said Alex Popa, Boast CEO and co-founder. “Neo has built amazing teams that are focused on innovation and product delivery. They use SR&ED and R&D intelligence to beat competitors and upset traditional players, and customers are choosing Neo because they like their modern approach.”

BOAST

Learn more about Boast R&D intelligence and tax credit offerings.

boast.ai

neo

Learn more about Neo Financials’ modern, customer-first offerings.

neofinancial.com