

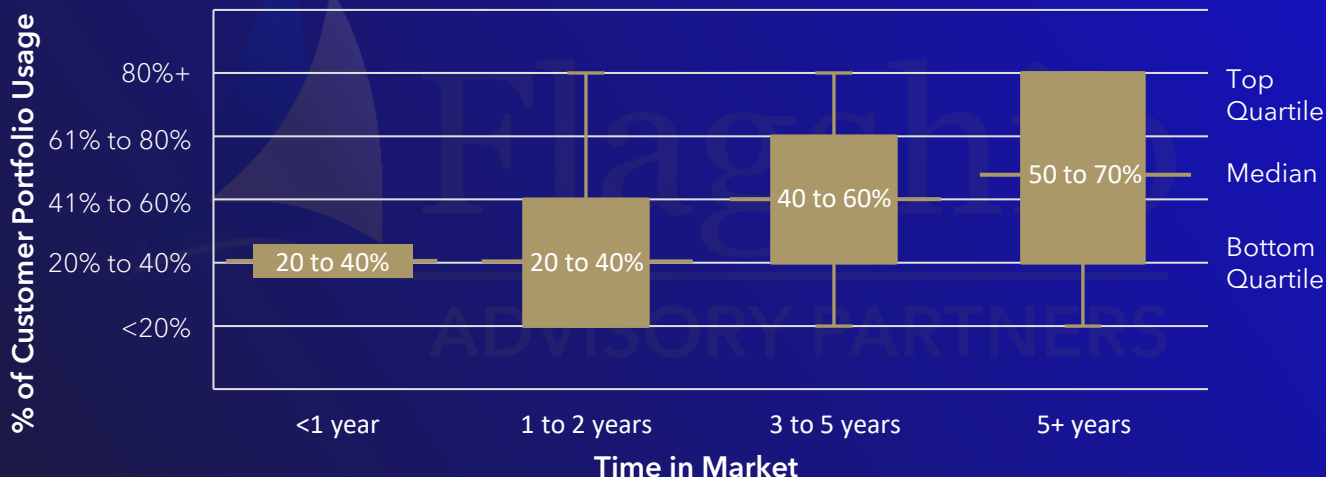
# SAAS EMBEDDED FINANCE SURVEY RESULTS: MATURITY ROADMAP

Flagship recently completed a survey of 100+ NA SaaS platforms on their embedded finance businesses. We will be sharing key insights in a series of infographics. The first of the series focuses on embedded finance maturity.

- **Embedded finance takes years to perfect.** There is a clear correlation between time in market and customer usage, suggesting that platforms take time to learn the ins-and-outs of effectively selling financial services into their install base.
- **Most platforms are looking beyond payments.** Payments is the most mature embedded finance product, but most platforms expect to broaden their product menu over the next few years.
- **Lending is the next big thing,** followed closely by issuing and banking services.

## 1 USAGE OF EMBEDDED FINANCE PRODUCTS VS. TIME IN MARKET

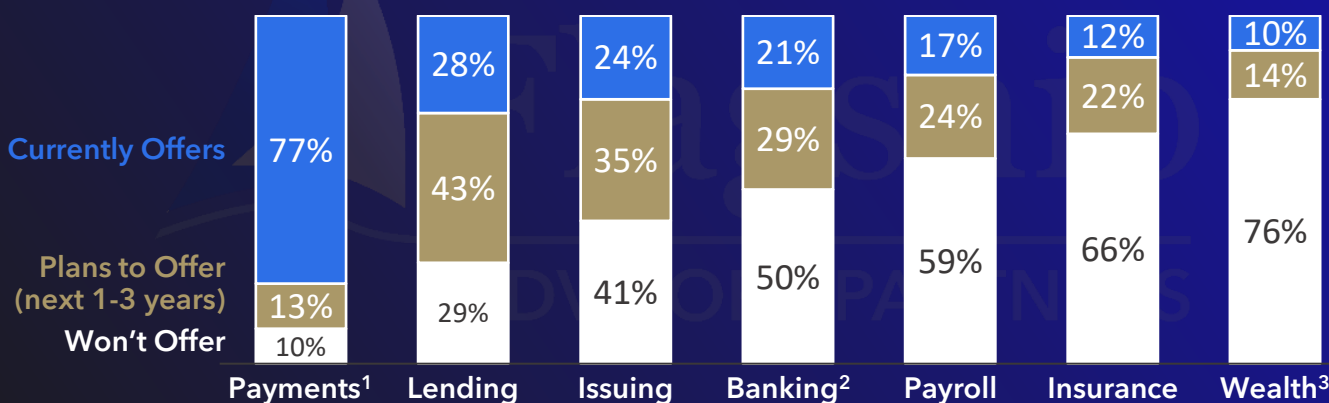
(% OF RESPONDENTS IN EACH CATEGORY, N=100, 2025)



Source: Internal Survey, Jan 2025, N=100

## 2 CURRENT VS. PLANNED EMBEDDED FINANCE PRODUCT OFFERINGS

(% OF RESPONDENTS IN EACH CATEGORY, N=100, JAN 2025)



(1) Includes card and bank payment acceptance (2) Includes consumer and business lending

(3) Includes employee wellness benefits and stock asset trading

Source: Internal Survey, Jan 2025, N=100

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# NAVIGATING FINTECH INNOVATION

Flagship Advisory Partners is a boutique strategy and M&A advisory firm focused on payments and fintech. We serve clients globally and have a team of 30+ professionals who have a unique depth of knowledge in payments and fintech.



For any questions, please do not hesitate to contact the author(s):

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**Peter Taylor**  
Senior Manager

[Peter@FlagshipAP.com](mailto:Peter@FlagshipAP.com)



**Ashita Sahu**  
Analyst

[Ashita@FlagshipAP.com](mailto:Ashita@FlagshipAP.com)

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