

investorReview



A Valuable Niche

VB's founding partner, Anthony Viscogliosi, has spent the last 30 years immersed in the orthopaedic devices industry, after being a patient himself. In 1999 he co-founded a family merchant banking business with his brothers that is based in New York. It has since helped create more than a dozen new companies and invested in portfolio companies that have to date yielded more than \$1.5B in total exit value.

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Making a Difference

Val, Jean-Philippe and Florian pictured above make up Bamboo Capital Partners, a commercial private equity firm who make investments that matter. The firm finds game-changing businesses, then applies a mix of geographical and sector expertise, to deliver financial and social returns.

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An Allied Force

The inspirational CEO of Allied Wallet, Dr Andy Khawaja shares his thoughts on the exciting and educational journey that the firm has taken so far, and how becoming successful is something that happens after many years of hard work and dedication. - Page 26

An Allied Force



Many company names are derived from unusual origins. A prime example of this is the global payment processing company Allied Wallet, whose name was inspired by the Allied Forces in World War II who brought peace to the world. We spoke to their CEO, Dr Andy Khawaja, to find out more about this remarkable company.

To kick things off, how would you introduce Allied Wallet to someone who had never heard of them before?

We see ourselves as the messiah of e-commerce, because we provide some truly unique services for our clients. First and foremost, if you are a start-up business, and are looking to open a merchant account, the first thing you are going to worry about is security. What we provide at Allied Wallet is simply state-of-the-art. We monitor transactions to make sure there are no fraudulent activity, and have a negative database which is stored full of cases of fraudulent activity. So for those people pirating goods from our merchants and trying to make a quick buck, we prevent them from doing so through this database.

Secondly, when you are starting a new website, the most important thing you will need are shopping carts. We have pretty much 35 to 36 of the top shopping carts, spanning all across the world and giving them access to millions of consumers.

Above all, the most important aspect of our business is that we allow our customers to transact globally, without the unnecessary fees. Imagine you are based in the UK and you have consumers in the UK or the US or Japan. With Allied Wallet, these consumers can transact in their local currency, with no conversion fee.

Please tell us more about the quite unusual origins of the name 'Allied Wallet'

When looking upon the history of Europe, there was always war. However, what brought peace to Europe was when they united together, alongside the US and Canada and Australia, and became 'The Allies'. This clicked in my head. If nations can unite and be an allied force, then I can do the same with currencies and put them into a wallet. We were around before the Euro even began and currency conversion was a lot more common.



As a company that has been around since the dot-com era, what reflections do you have on your past and the future of your company?

Since day one, the journey has always been very exciting and educational. I have always had a hands on approach towards running my business, which is crucial to finding out what is really going on in the business and how we can make it even better. We are not just a credit card processing company - we are software developers and cybersecurity specialists and work across all elements of the e-commerce industry. We were the first to view e-commerce on a global scale, and the only other company would be Paypal, which are more consumer to consumer where we are business to business.

Looking ahead, what are the main challenges and opportunities facing your business and the e-commerce industry as a whole?

At the moment there are a lot of start-ups that look at Silicon Valley as a money printing machine. What we are doing is educating our merchants that owning a business is not simply a game of roulette where you can win or lose overnight. Becoming successful is something that happens after many years of hard work and dedication.

And finally, you have been doing a lot of motivational speeches for universities and sharing your story of success. What would be the thrust of your message at these speeches, and how would you motivate the readers of Investor Review?

During these speeches, I like to tell them that when you graduate, it is just the beginning of your journey. The most important thing they need to do on this journey is to believe in themselves. It is so important to be confident in what you are doing and to believe in yourself.

I have seen people who are confused and end up jumping into different careers and still don't know what they are doing today. On the other side of the coin, I have seen people who started in one business and have grown to dominate that field and are making a fortune. So moving around too much does not help, and you need to stick to one thing and move to the top. This is how you become successful.

Company: Allied Wallet
Web: www.alliedwallet.com

