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Column

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Developer infrastructure bank enabling builders to create new financial products and services

#neobank #banking-as-a-service

REVENUE	FUNDING	GROWTH RATE (Y/Y)
$153.11M	$33.30M	218.8%
2025	2022	2025

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View Model

Details

HEADQUARTERS

San Francisco, United States

column.com

Milestones

FOUNDING YEAR
2019

Listed In

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Overview Reports

Revenue

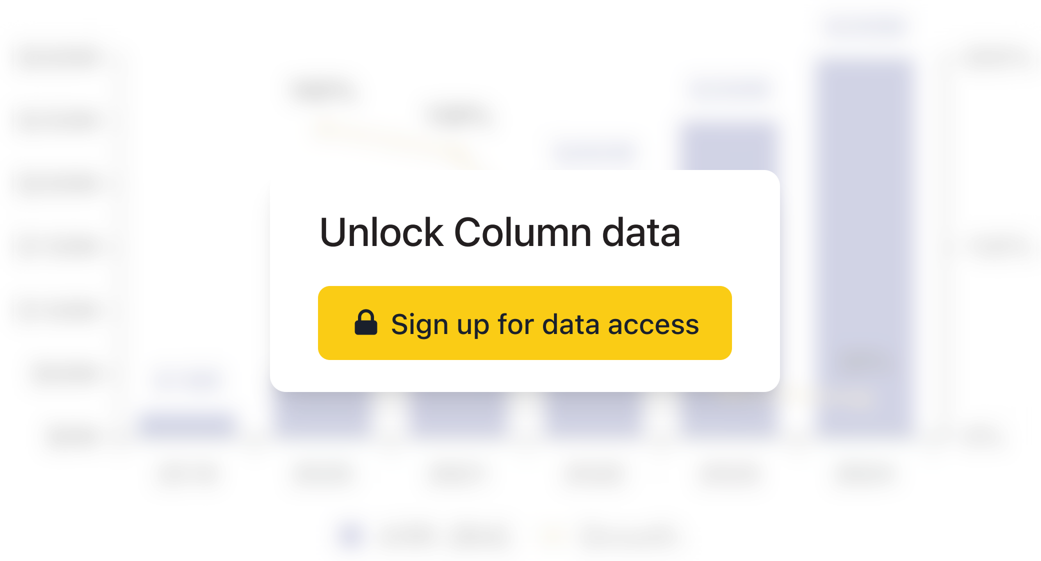
Column

Revenue & Revenue Growth Rate

$153.1M

↑ 218.8% YoY

All | 3Y | 5Y



Revenue ($M) | Revenue Growth (%)

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Sacra estimates that Column generated $153.1M in revenue in 2025, up 219% year-over-year. This growth trajectory has been fueled by Column becoming the banking partner for some of America's fastest-growing fintech platforms.

Revenue is split between two main sources: $83.0M from interest income on deposits and $70.1M from non-interest income such as interchange fees and

Column's future growth potential is tied to the success of its marquee partners. Mercury reached $500M in annualized revenue in 2024 (up 97% from $254M in 2023), while Brex generated $319M in 2023 (up 48% from $215M in 2022). As these platforms expand, Column's financial performance should continue to benefit through its banking infrastructure services.

Valuation & Funding

The company was founded in 2021 by Plaid co-founder William Hockey and his wife Annie Hockey. The founders self-funded the company's launch with approximately $50 million to acquire Northern California National Bank in Chico, California, which was transformed into Column's foundation.

Column remains entirely founder- and employee-owned, with no external investors.

Product

Column delivers banking infrastructure through a unique vertically integrated approach. Rather than simply connecting fintechs with banks (like traditional BaaS platforms), Column actually owns a national bank charter and has retrofitted it with modern API technology.

A fintech company integrates once with Column to get everything needed to run a banking service. When a fintech's customer opens an account, it's actually opened under Column's national charter with FDIC insurance. Money movements happen directly through payment rails Column connects to (ACH, Fedwire, FedNow), with every transaction tracked in Column's internal everything runs through Column's unified stack. For example, Mercury and Brex can offer their customers banking services because Column handles the regulated banking side while they focus on user experience and features.

Column's platform allows fintechs to issue branded debit and credit cards, create and manage FDIC-insured accounts, move funds in real-time, and handle compliance requirements—all through a single integration point. Real-time payments are now generally available across both FedNow and TCH RTP, reaching over 75% of U.S. bank accounts with support for send, receive, and request-for-payment. This means fintech companies can launch products faster and with better economics than cobbling together multiple vendors.

Beyond core banking infrastructure, Column has extended its platform into capital provision for fintech lending programs. Through warehouse lines (ranging from $5 million to a couple hundred million dollars), forward flows, and loan retention, Column now serves as a single counterparty for both the infrastructure and funding sides of a fintech's business. Brex, for instance, uses Column not only for banking infrastructure but also for USDC stablecoin payments with automatic conversion to USD and near-instant settlement routed into deposit accounts over ACH, Fedwire, and FedNow. On the lending side, Propel Holdings partnered with Column to issue unsecured personal loans under the Freshline product, expected to launch under Propel's CreditFresh brand.

Business Model

Column's business model is structured around being both the bank and the technology provider in one entity—what industry observers call "vertical integration" of banking infrastructure. This B2B2C model delivers banking

The company monetizes through multiple revenue streams. It charges usage-based fees on payment transactions (like $0.50 per ACH transfer or $5 per wire) and imposes monthly minimums to guarantee baseline revenue from each client. Column also earns revenue through interchange sharing on card programs and generates interest income on deposits held at the bank.

Column's cost structure benefits significantly from its integrated approach. By eliminating middleware providers and owning the entire stack, Column doesn't need to split economics with multiple parties. This creates better unit economics compared to traditional Banking-as-a-Service models where revenue is divided between technology platforms and sponsor banks.

The funding model further differentiates Column's approach. With no outside investors or venture capital, the founders have created strategic flexibility to grow at their own pace. Rather than chasing deposits and fees from any available fintech, Column can selectively partner with "blue chip" companies like Brex and Mercury with strong growth trajectories.

This deliberate growth strategy enables Column to maintain tighter control over compliance and risk management—critical factors in banking partnerships. The business architecture prioritizes quality of partnerships over quantity, creating a foundation for sustainable growth as fintech adoption continues to expand.