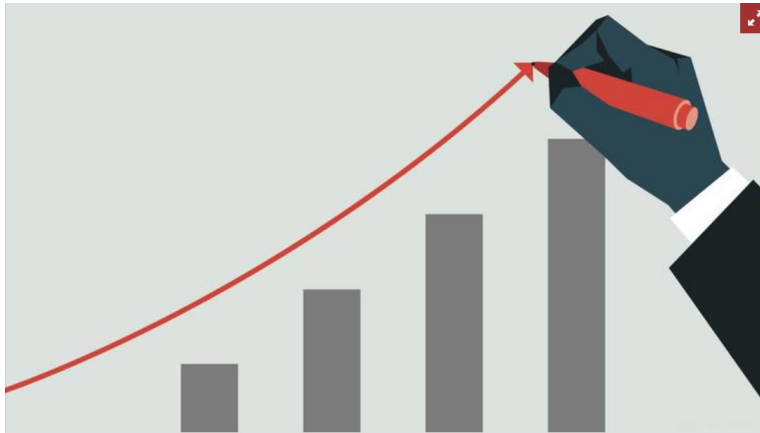


ORLANDO BUSINESS JOURNAL

Dozens of Orlando firms make Inc. list of fastest-growing companies

Thirty-nine Central Florida businesses made the cut for the list of the fastest-growing privately-held companies in the U.S.



Companies from the Orlando and Palm Bay metro areas on the Inc. 5000 list experienced median year-over-year revenue growth of 153%, adding 1,746 jobs and generating \$979.2 million in revenue, according to *Inc.* Fewer local companies made the list than last year, [when 50 businesses were in the top 5,000.](#)

The top of the list

The five highest-ranking local firms on the list, which ranks companies based on revenue growth from 2016 to 2019, include:

- No. 98: Tavares-based custom shirt printer Sunday Cool
- No. 159: Winter Garden-based digital advertising firm X Social Media
- No. 252: Sanford-based healthy snack maker Smart Baking Company
- No. 436: Orlando-based payment processor Fattmerchant Inc.
- No. 568: Orlando-based construction company Poli Construction

Orlando contributed 36 companies to the list, the third-most of any Florida metro. Miami led the way with 157 firms, while 92 came from Tampa and 32 are based in Jacksonville. The full list [can be read here](#).

A number of the companies on the list, including Fattmerchant and Smart Baking, overlap with *Orlando Business Journal's 2020 Fast 50*. The annual list, which was released on Aug. 11, features the fastest-growing companies headquartered in Central Florida, based on revenue growth from 2017 to 2019.

Growing industries

The industries represented by Orlando companies on the list are some of the hottest in the business world.

For example, social media advertising expenditure was projected to grow 20% last year to \$84 billion worldwide, driven by small businesses in the U.S., according to marketing analytics firm Zenith. Winter Garden-based X Social Media, which booked 2,439% revenue growth, specializes in digital advertising on Facebook and Instagram.

Also, the financial technology sector experienced a 17% increase in venture capital investment in the second quarter to \$9.3 billion, according to business analytics firm CB Insights. Fintech firm Fattmerchant saw 1,047% revenue growth.

Fattmerchant's focus on innovation in the field of payment processing helped the company land on the list for the second consecutive year, CEO and founder [Suneera Madhani](#) said in a statement emailed to *OBJ*. "Being ranked in the top 10% this year is truly an honor, and we believe our future growth in the software as a service space and our efforts to help businesses adapt to the post-pandemic payments landscape set us up for another year of massive progress."

Developing small businesses is important for Central Florida, as those firms can add local jobs and create economic impact as they scale. They also create innovative solutions for businesses, help develop a community and make it easier for other new companies to form in the future.

To view the full article, click [here](#).