Goodbuy Wins Best of Show at FinovateFall 2026

The credit union-born community commerce platform is recognized by the broader fintech industry after credit unions backed it first

BOISE, ID, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Goodbuy, the small business growth and acquisition platform built for financial institutions, today announced it won Best of Show at FinovateFall 2026 in New York City, chosen by a vote of conference attendees following each company's live product demo. Goodbuy won for turning local small business engagement into a new growth channel for financial institutions, one that drives account activation, deposits and interchange through connected community commerce.

> Best of Show at Finovate is decided entirely by audience vote, not a panel, and Goodbuy's demo clearly resonated strongly with our attendees. Congrats to the Goodbuy team on a well-deserved win!"
>
> *Greg Palmer, VP and Host of Finovate*

Credit unions saw that opportunity first. Goodbuy launched inside the credit union movement in 2025, registered as a credit union service organization (CUSO) and secured a $1 million investment from a group of credit union partners, including Georgia's Own Credit Union, earlier this year, long before this week's FinovateFall stage.

“Credit unions saw what this could be before anyone else did,” said Cara Oppenheimer, CEO and Co-Founder of Goodbuy. “A group of them signed contracts, invested their own money, and put Goodbuy in front of their members while most of the industry was still asking what community commerce even meant. This week's win belongs to them as much as it does to us.”

"Financial institutions have traditionally had to build small business engagement from scratch," said Greg Palmer, VP and Host of Finovate. "Goodbuy is proving there's a faster way, turning a financial institution's own local footprint into a ready-made growth channel. Best of Show at Finovate is decided entirely by audience vote, not a panel, and Goodbuy’s demo clearly resonated strongly with our attendees. Congrats to the Goodbuy team on a well-deserved win!”

Goodbuy gives financial institutions a new way to grow small business relationships without adding headcount or overhauling existing systems. Small businesses gain access to a financial

institution's member or customer base through a white-label marketplace. Members save by shopping locally. The institution grows deposits and non-interest income while building out an underserved segment of its portfolio.



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About Goodbuy

Founded in 2021, Goodbuy is a CUSO and community commerce platform built for financial institutions. Its white-label marketplace, online and in-person, connects FI members with local small businesses, giving those businesses access to a local customer base they can't reach through traditional marketing. For FIs, the platform drives new business account acquisition and grows existing relationships. Members access discounts for shopping locally at participating businesses, creating value across the FI and the community it serves. For more information, visit trygoodbuy.com.

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