

FINTECH

What kind of digital future will be created. Bridging the gap on financial inclusion.

Technology that challenges the power of history?



**Have you ever wondered
the last time you left a bank
happy?**

What is the need?

**What feeling
does it generate?**



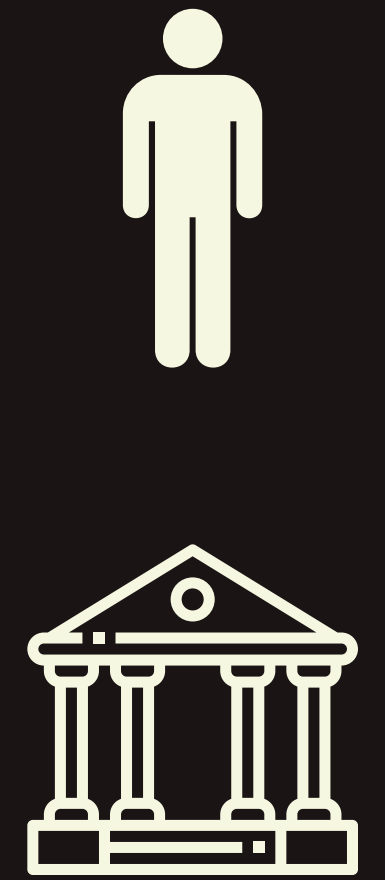
**Financial inclusion is not
about the evolution of
banking products.**



**It's about a new relationship
between financial products
and people.**

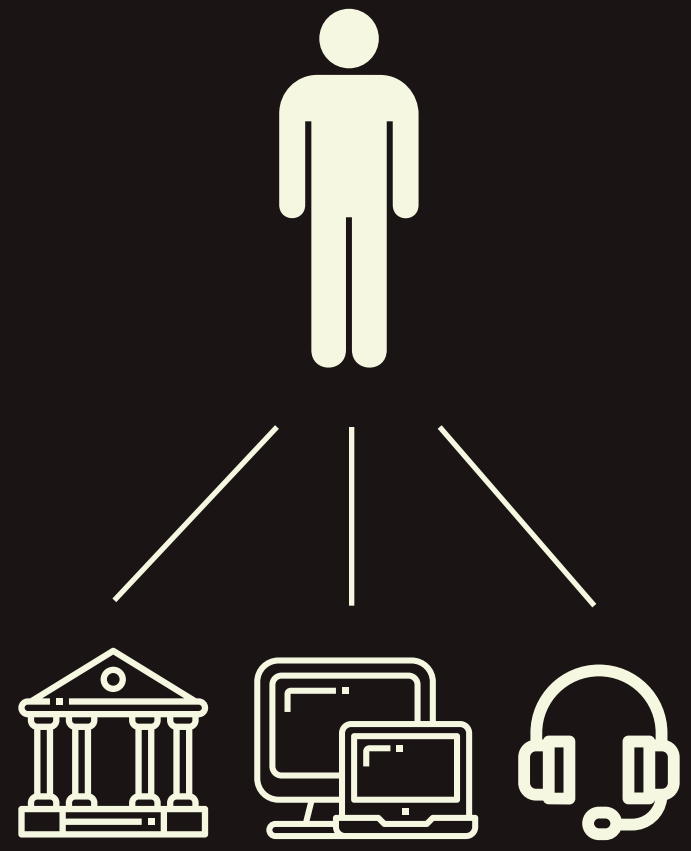
The relationship EVOLUTION?

PRE 1970



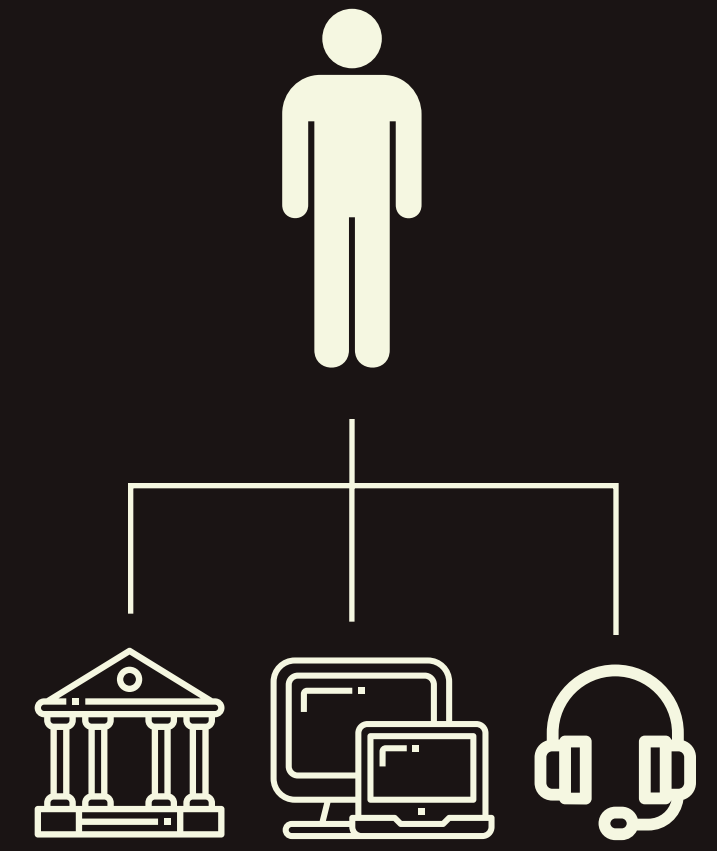
SINGLE CHANNEL

1990



MULTI CHANNEL

2010



CROSS CHANNEL

2012



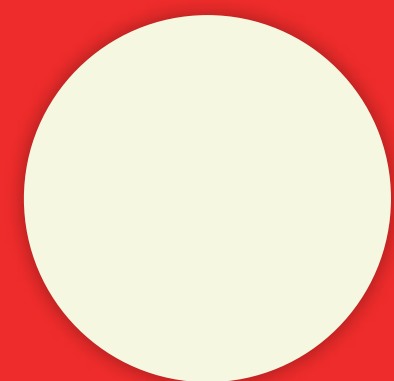
OMNI CHANNEL

2015+



BI-DIRECTION CHANNEL

  CUSTOMER   BANK STAFF



The product EVOLUTION?



**Information
Asymmetry**

Information asymmetry occurs when a party has more information than its counterpart about the characteristics of the good or service that is the object of the transaction

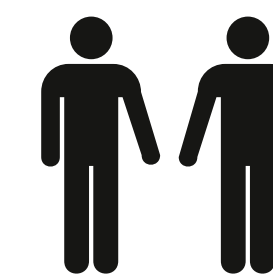




**How do you see the banking
development ecosystems
in the last 100 years?**

What is the ecosystem reality?

BANKS



What is the real ecosystem reality?


BANKING





FINTECH MINDSET.

Develop products and services based on a specific need of the client and not against an industry.



How is disruption seen in the exponential technology era?

P&G

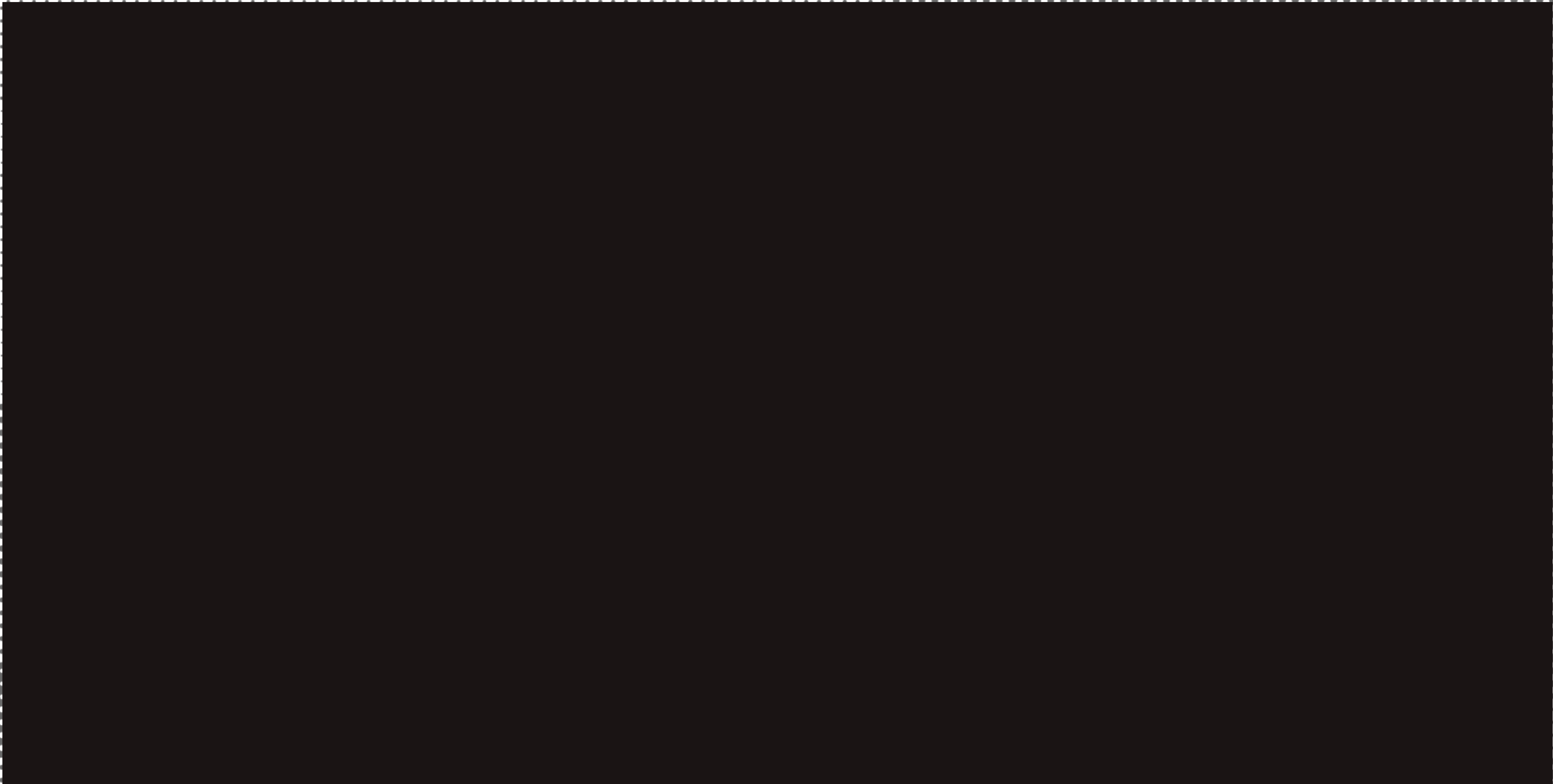
Procter & Gamble





DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.

Disruption occurs
when you question
the unquestionable





"In addition to its unique knowledge about data and consumers, Dollar Shave Club is the category leader in the direct consumer sales space. We intend to take advantage of Unilever's global strength to help the Dollar Shave Club achieve its maximum potential in terms of supply and scope." - Unilever



Marketing - Storytelling (challenge)

Consumer Data

Demands and intimidations

USD \$342 Millon (2015) - 17% P&G

Buy for USD \$ 1 billion



Shaving foam, lotions ...

FRICITION POINTS

Analyze products and services from the point of view of the person who pays for them, not your business needs .

(It is not revolutionary until you realize what many companies do not do).

OURS.
\$6⁰⁰



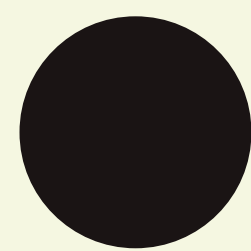
THEIRS.
\$18⁰⁰



**Bridging the gap on
financial inclusion,
it's about the business
of users behaviour
and data.**



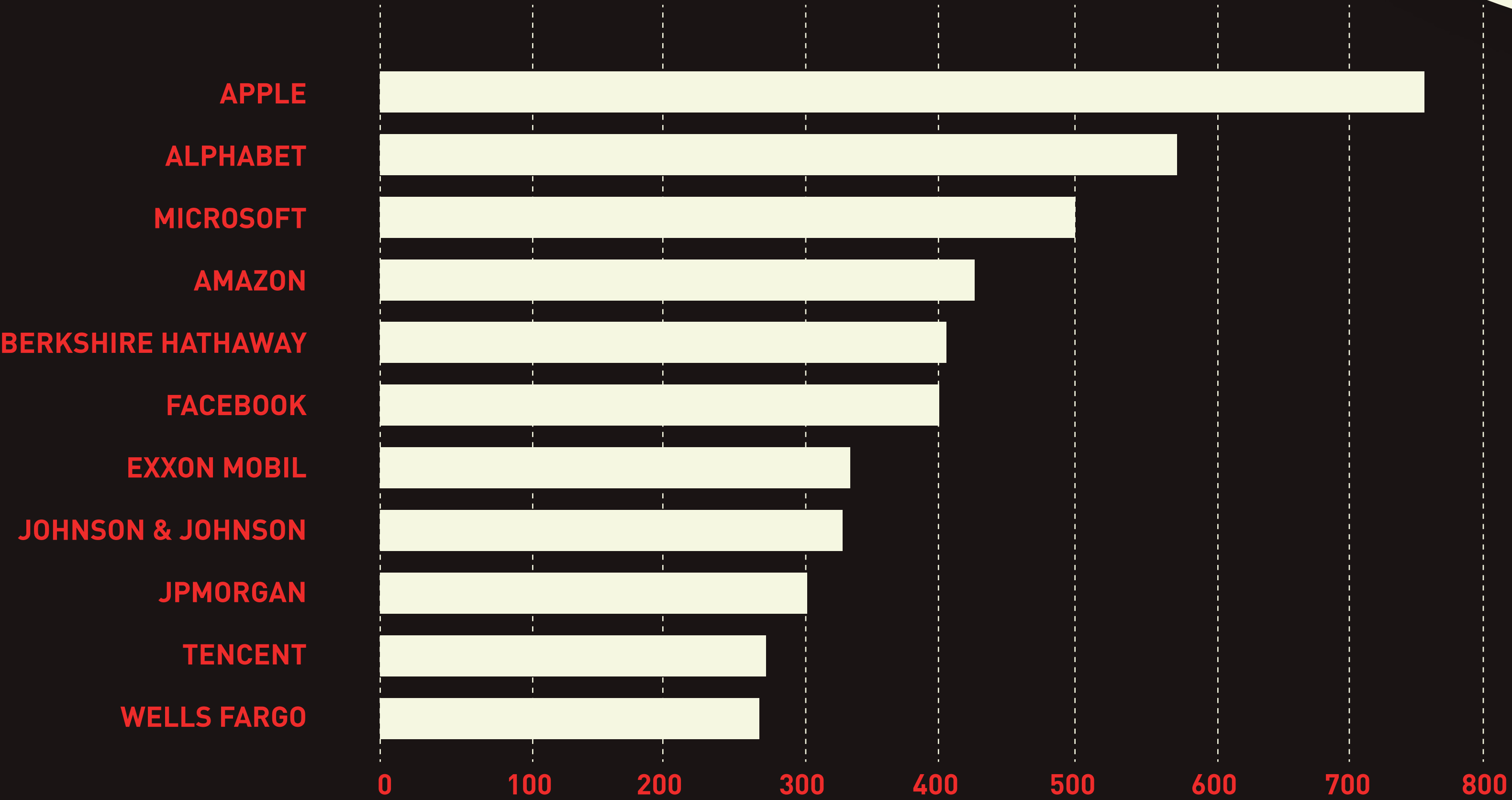
**Tencent will be the
world's largest company
by 2025.**



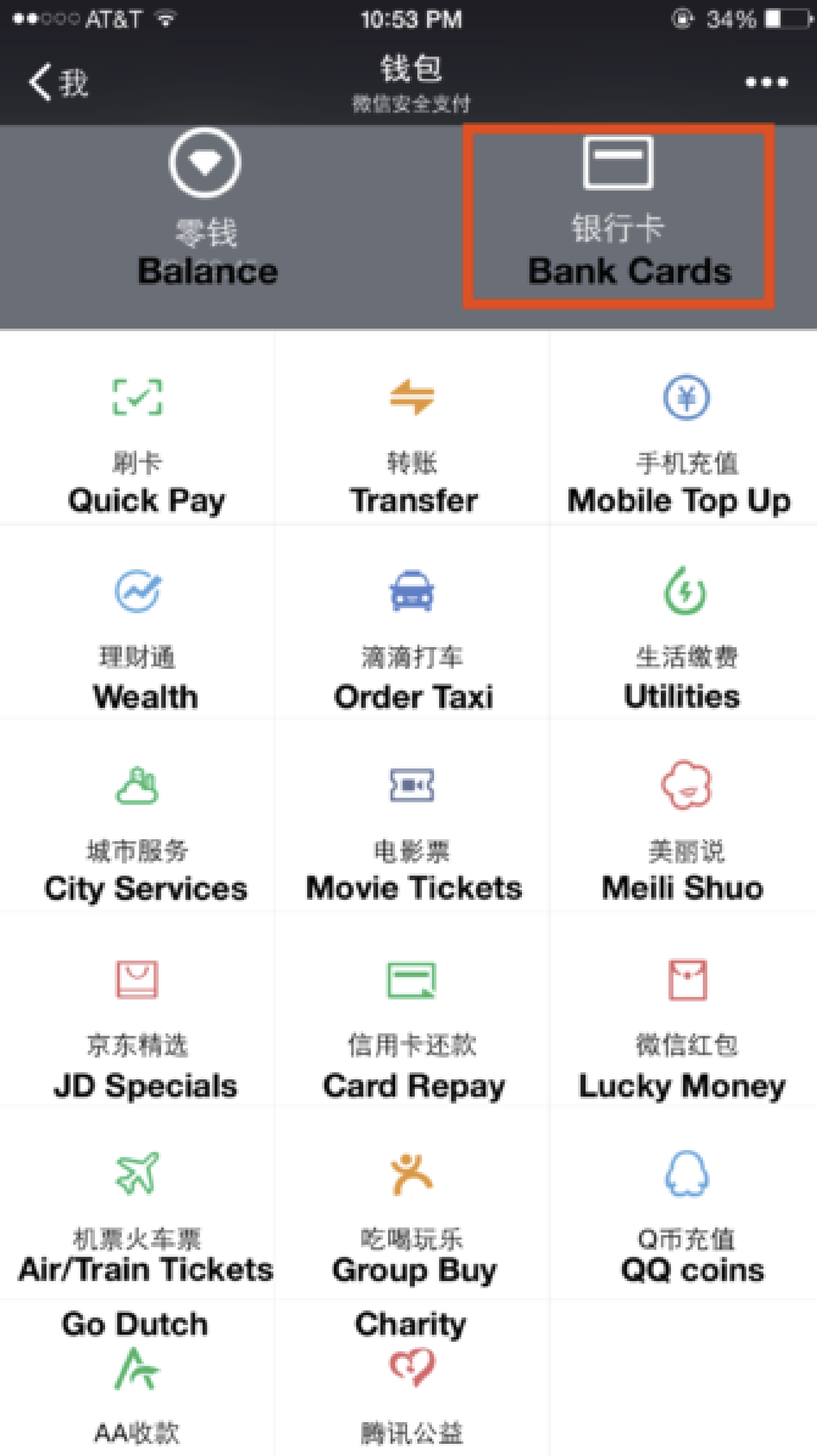
(Where a chat service can
get to and why it is a risk for
the financial industry).



Tencent is the 10th largest public corporation in the world. Behind JPMorgan.



NOTE: AS OF APRIL 5th TRADING CLOSE
BLOOMBERG

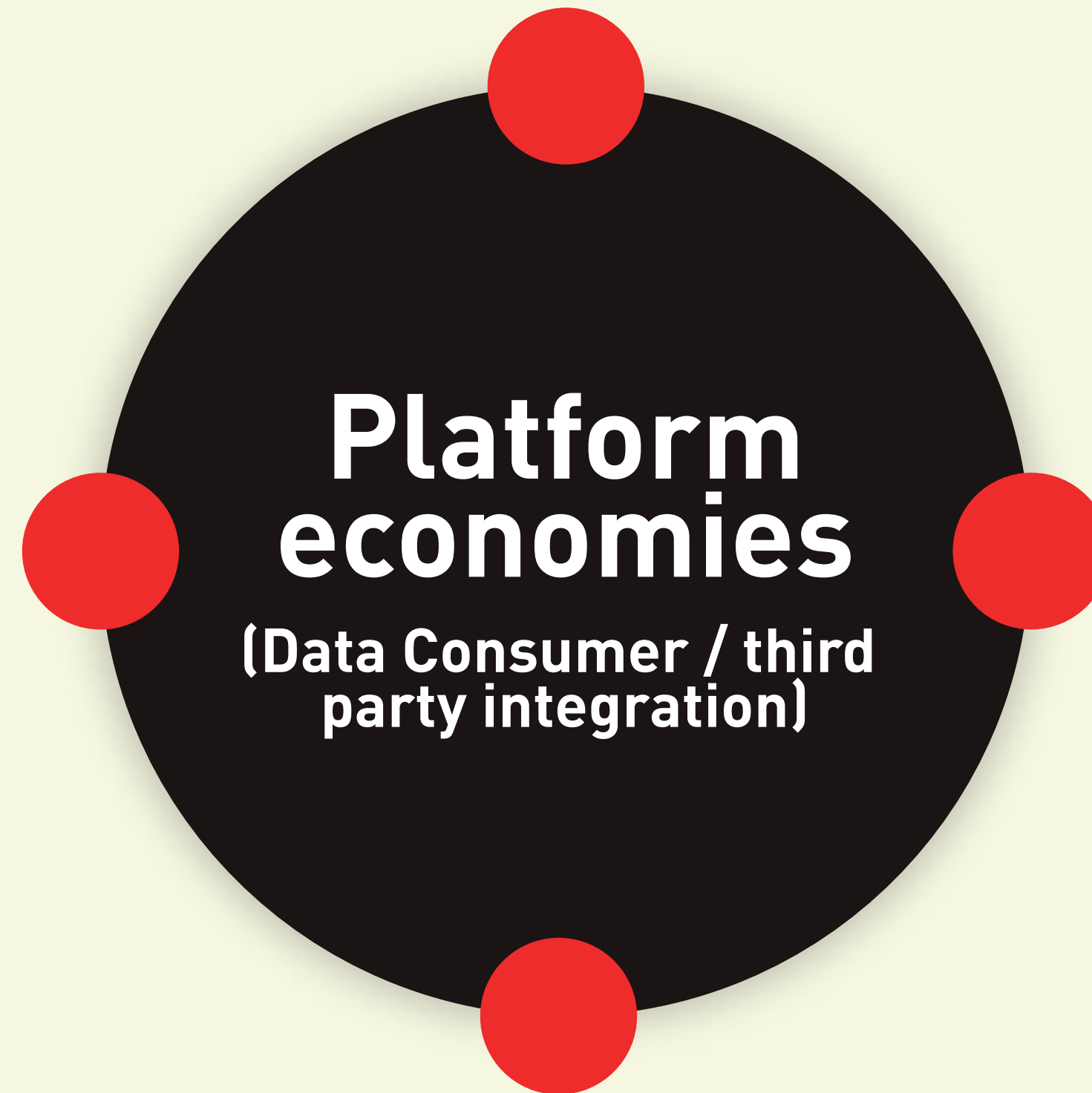


963 million active users

- Send text/voice messages to family and friends.
- Share things on social media
- Follow celebrities and brands
- Book a taxi
- Order food delivery
- Book a doctor appointment
- Buy movie tickets
- Play games (Pay)
- Transfer money to peers (red envelopes)
- Pay bills — utility bills, restaurant bills, etc.
- Find geo-targeted coupons
- Read magazine articles
- Meet strangers around you
-

Online payments
(Payment market in China
5.5 trillion 2016, 425 million
Chinese people use wallets)

Online advertising
(860 million active
user profiles)



Online games
(Online games market
21.3 billion in 2019)

Loans / investment
(15 billion in a market fund / credits up
to USD \$ 31,500 - Tencent has invested
in 21 of 210 Unicorns)

DATA DRIVEN BUSINESS.

●
INFORMATION
BASED
DIFFERENTIATION

Create new
service offerings

Satisfy
customers

Provide contextual
relevance

●
INFORMATION
BASED BROKERING

Sell raw
information

Provide
benchmarking

Deliver analysis and
insights

●
INFORMATION
BASED DELIVERY
NETWORKS

Foster
marketplaces

Drive deal
making

Enable
advertising

**Disruptive innovation in
financial markets, to
promote financial
inclusion.**

From a unique idea (a bank) to a disruptive ecosystem.



DISRUPTIVE FORCE 1.

COMMODITIZATION COST.

- **Differentiation of offering.** The automation and outsourcing of middle and back offices is commoditizing financial services value propositions.

DISRUPTIVE FORCE 2. PROFIT REDISTRIBUTION

- **New value chain pressures.** Up-and-coming technologies will encourage both incumbents and fintechs to bypass traditional value chains, creating vigorous competition for both adjacent and new areas of profit.



DISRUPTIVE FORCE 3.

EXPERIENCE OWNERSHIP.

- Market participants may have to choose between focusing on product distribution or product manufacturing, which will affect their business and customer interaction models as well as their competitive landscape.

- **Fewer, bigger winners.** Platforms will offer customers far more choice around what they're buying, significantly increasing the advantage for the best products, which are not unconstrained by their current reach.

PLATFORMS RISING.
**DISRUPTIVE
FORCE 4.**

DATA MONETIZATION. DISRUPTIVE FORCE 5.

● **Effective data usage.** Data streams will be more valuable where they are granular (e.g., product-level data) and multidimensional (e.g., location data), making data cooperation and partnerships critical to successful monetization.

DISRUPTIVE FORCE 6.

BIONIC WORKFORCE.

- **Reoriented expectations.** AI will remove friction from front- and back-office processes, sending people into roles that emphasize innovation, engagement, and emotional intelligence.

DISRUPTIVE FORCE 7.

SYSTEMICALLY IMPORTANT TECHS.



Ecosystem imperatives. Financial institutions will forge more partnerships with one another as well as with fintech and technology companies, developing a proficiency along the way for establishing “win-win,” symbiotic relationships.

DISRUPTIVE FORCE 8. FINANCIAL REGIONALIZATION.

- **Regulatory uncertainty.** Financial institutions will have to develop an ability to swiftly adapt to large-scale regulatory changes as well as to regionally disparate regulatory treatment of emerging market infrastructure technologies.

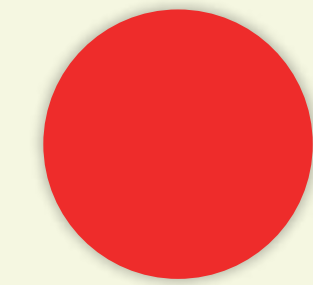
**The Power is in the
hands of people and their
needs.**



Takeaways

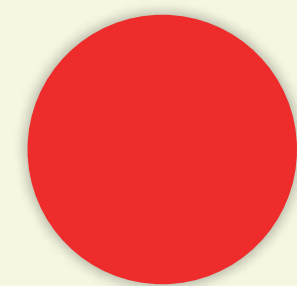
1. Define.

The alternative future, without the rules that you know, one where the business no longer exists.



2. Discover.

What your users aspire to be or do. (human behavior)





3. Learn.

What your customers love about you (new, smart, better, different).

4. Create / Imagine.

An inspiring idea above the commercial intent.



5. Understand.

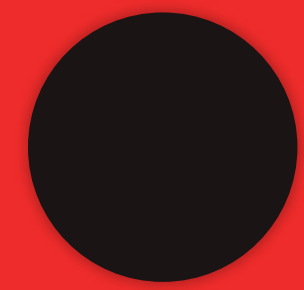
What actions drive the creation of value in a new era.



6. Map the pattern.

The behavior pattern that you want to change.

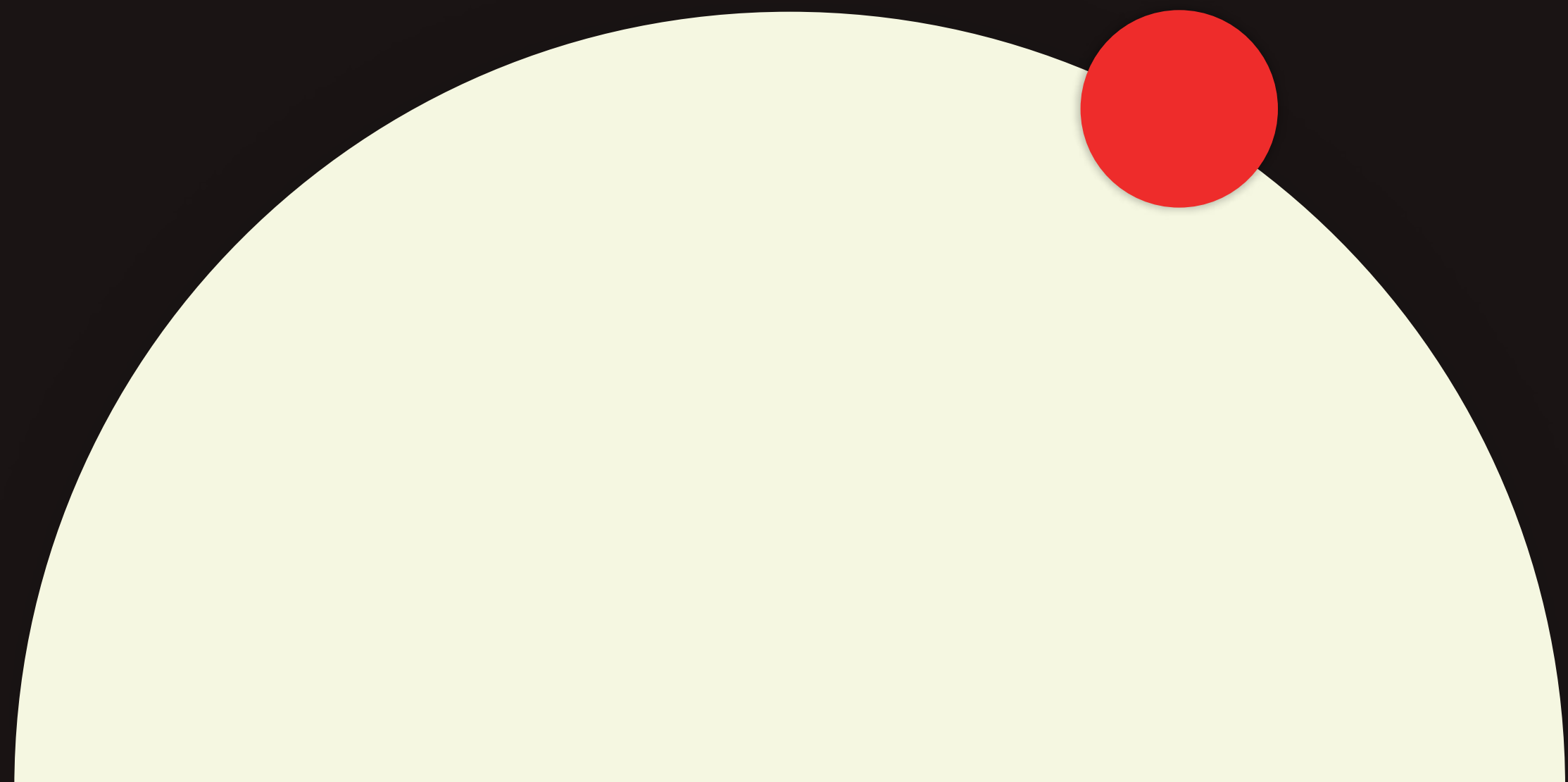




7. Help.

People interrupt and redirect behavior in inspiring ways.

**Learn to tell
a good story.**



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- 2 Enter Recipient's Mobile Number & Amount
- 3 Confirm Paytm PIN & Pay

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"When people feel they are fighting for them, it seems that even the most concrete evidence, whether from data or history, has less and less influence."



**Financial inclusion requires
that we radically transform
the way we develop
products and their
interrelation with
consumers.**

THANK YOU

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