



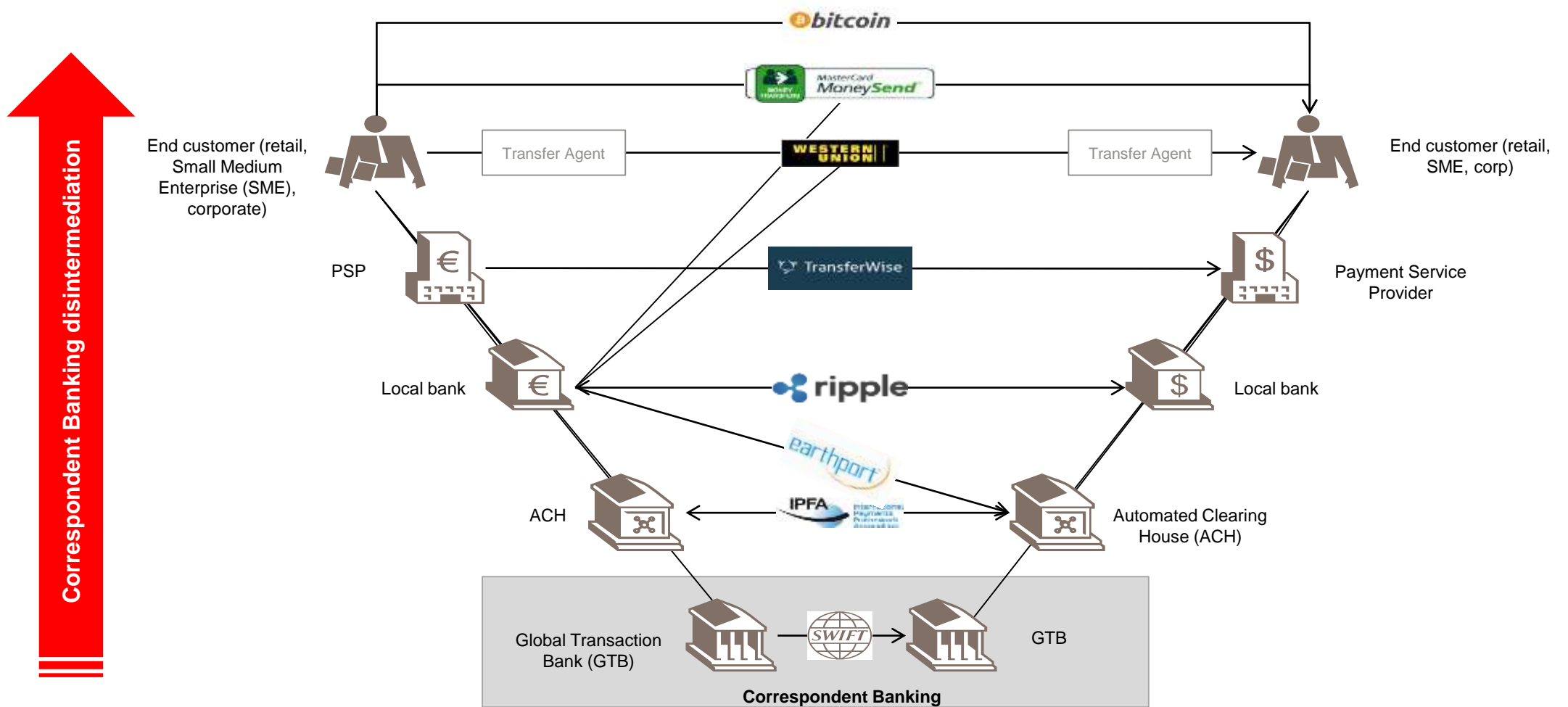
On Payments and Disruption

Kevin Johnson – Innotribe Startup Challenge Manager

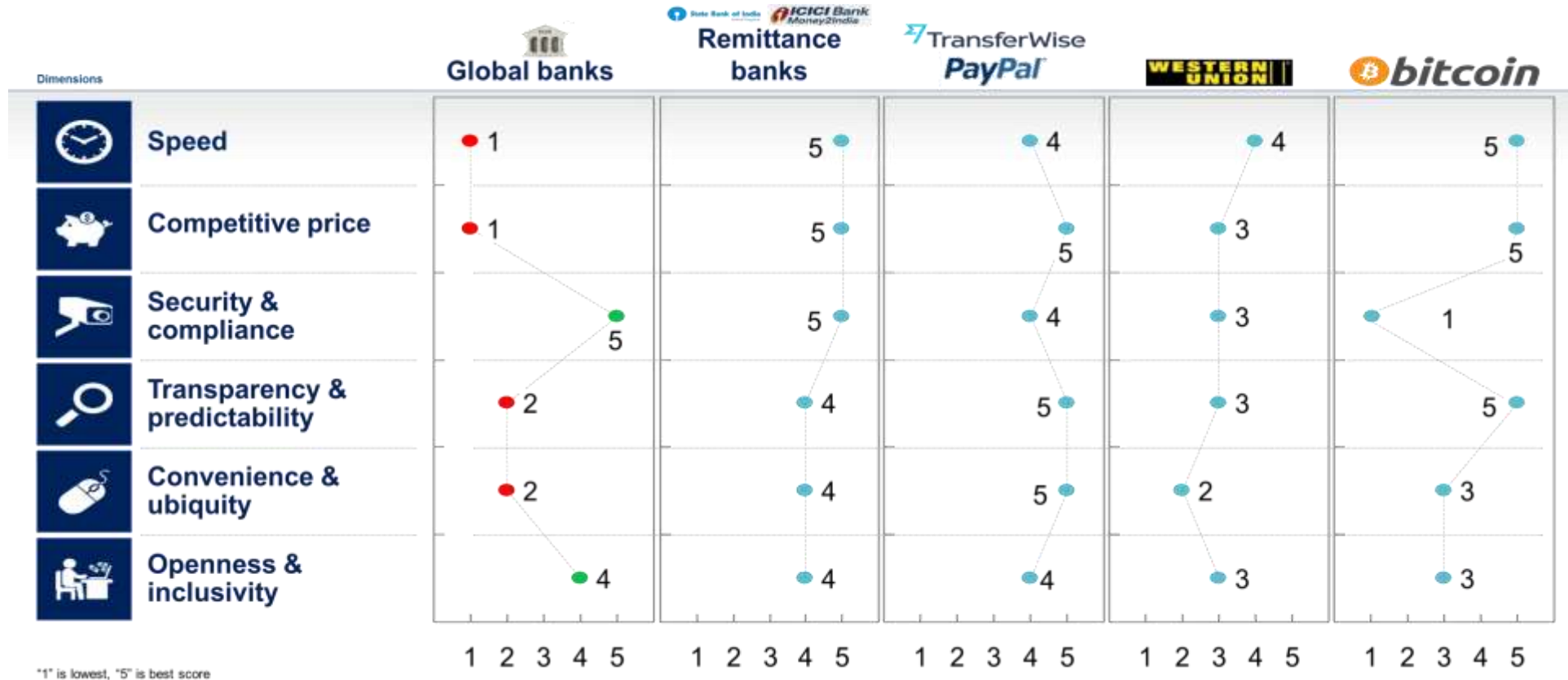
28 October 2015

SWIFT Business Forum Romania

New entrants in the payments landscape



New solutions outperform correspondent banking on all dimensions except on security and inclusivity



The unbundling of banks

Source: https://www.cbinsights.com/blog/disrupting-european-banking-fintech-startups/?utm_content=buffer2f104&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer

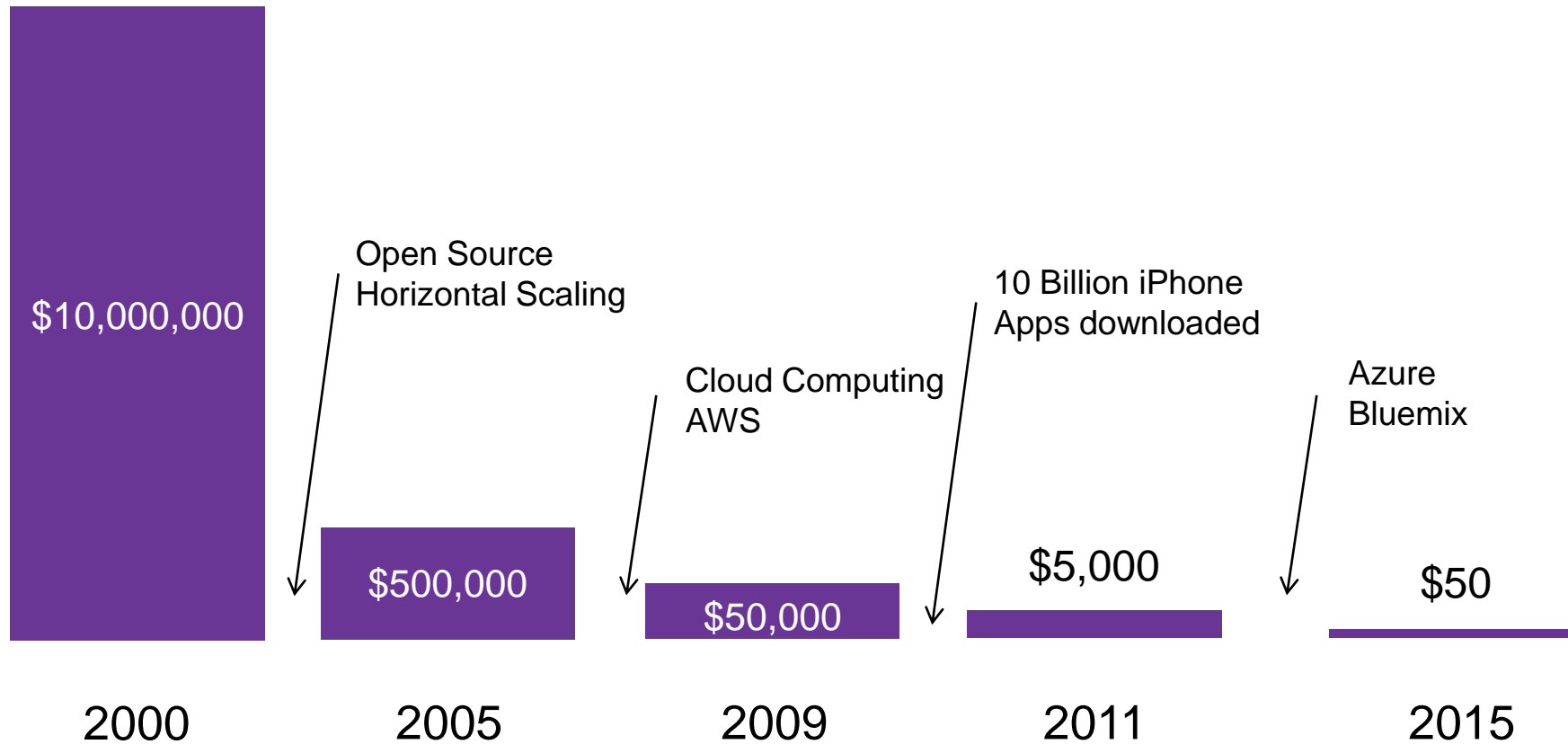
The image shows a screenshot of an HSBC website with numerous fintech logos overlaid. Yellow arrows point from these logos to specific features on the website. The website features a navigation bar with 'Personal' and 'Business' tabs, a search bar, and links for 'Internet Banking', 'Log on', and 'Register'. Below the navigation bar are sections for 'Everyday banking', 'Borrowing', 'Investing', 'Insurance', and 'Planning'. The main content area includes a banner for international money transfer with the text 'Send money overseas in a few clicks' and a 'Find out more' button. Below the banner are four promotional tiles: 'Find a mortgage', 'Our lowest ever loan rate', 'Save Together offer', and 'International money transfer'. The footer contains logos for 'LANDBAY', 'LendInvest', 'auxmoney', 'lendstar', 'TransferWise', and 'CurrencyFair'. The following table lists the fintech logos overlaid on the website:

Fintech Logo	Targeted Website Feature
SavingGlobal	Investing
borro	International money transfer
Bondora	International money transfer
zopa	International money transfer
LENDING WORKS	International money transfer
prêt d'union	International money transfer
Lendico	International money transfer
fruitful	International money transfer
LANDBAY	International money transfer
ffrees	International money transfer
osper	International money transfer
CENTRALWAY	International money transfer
SQUIRREL	International money transfer
nutmeg	International money transfer
wikifolio	Investing
etoro	Investing
tink	International money transfer
CAPITAL	International money transfer
Money Dashboard	International money transfer
môni	International money transfer
transferGo	International money transfer
worldremit	International money transfer
azimo	International money transfer
CurrencyFair	International money transfer





The Cost to Launch a Tech Startup



Why should we care?



What my Daughter thinks
a phone is (she's 3)



What I thought a phone
was when I was 3



What my Dad thought a
phone was when he was 3



**What will a phone look like
to my grandchildren
when they are 3?**



The pace of change is exponential





SCALE



SPEED

Disruption is
yesterday's
buzzword



**We now need to focus
on the**

C-Word



Collaboration



POC

Invest

Learn

Listen

Talk

Identify

INNOTRIBE





www.swift.com