

# Fintech - Why and why now?

Ferenc Szalai


2008



# Global Trust (Edelman 2007-2016)

72-81 % Technology Industry

45-52 % Bank and Financial Industry

A photograph of several young children sitting at a long desk in a classroom, focused on their computer work. The child in the foreground is a young boy with light brown hair, wearing a light blue t-shirt and a beaded necklace, looking intently at a computer monitor. Behind him, another child with dark skin and short hair, wearing a yellow t-shirt, is also looking at a screen. Other children are visible in the background, some partially obscured. The desk is equipped with multiple computer monitors, keyboards, and mice. The background features a wall decorated with colorful, abstract posters. The text "Everybody is an app developer" is overlaid in white, bold, sans-serif font on the right side of the image.

**Everybody is  
an app  
developer**





**financial  
intermediaries**



Banking is  
necessary,  
banks are not

Traditional infrastructure  
+  
New Experience



N 26



Large (>500 EUR)  
Customer Acquisition Cost

New infrastructure (aka Blockchain)  
+  
Traditional Functions

coinbase



ethereum

 ripple

 DWOLLA

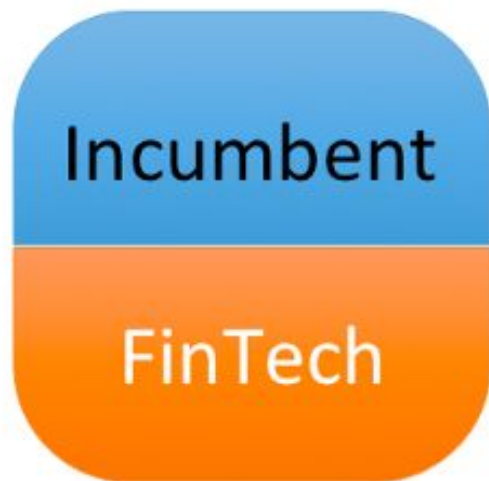
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# Regulation Compliance

# FinTech Partnerships

The Shape of Things to Come



The Pacemakers Partners Ltd 2017

