

Embracing FinTech Risk Strategically



By: David Saylor | Genesys Technology Group, LLC | david@genesystg.com

Legacy Systems

Cloud

Digital
Transformation

FinTech

What's in your news-feed?

Real-time

APIs

Crypto

NeoBank



David's Happy Place



Relax....

You can't do it all.

The pieces to the puzzle are right in front of you.

In your bank.

Today...

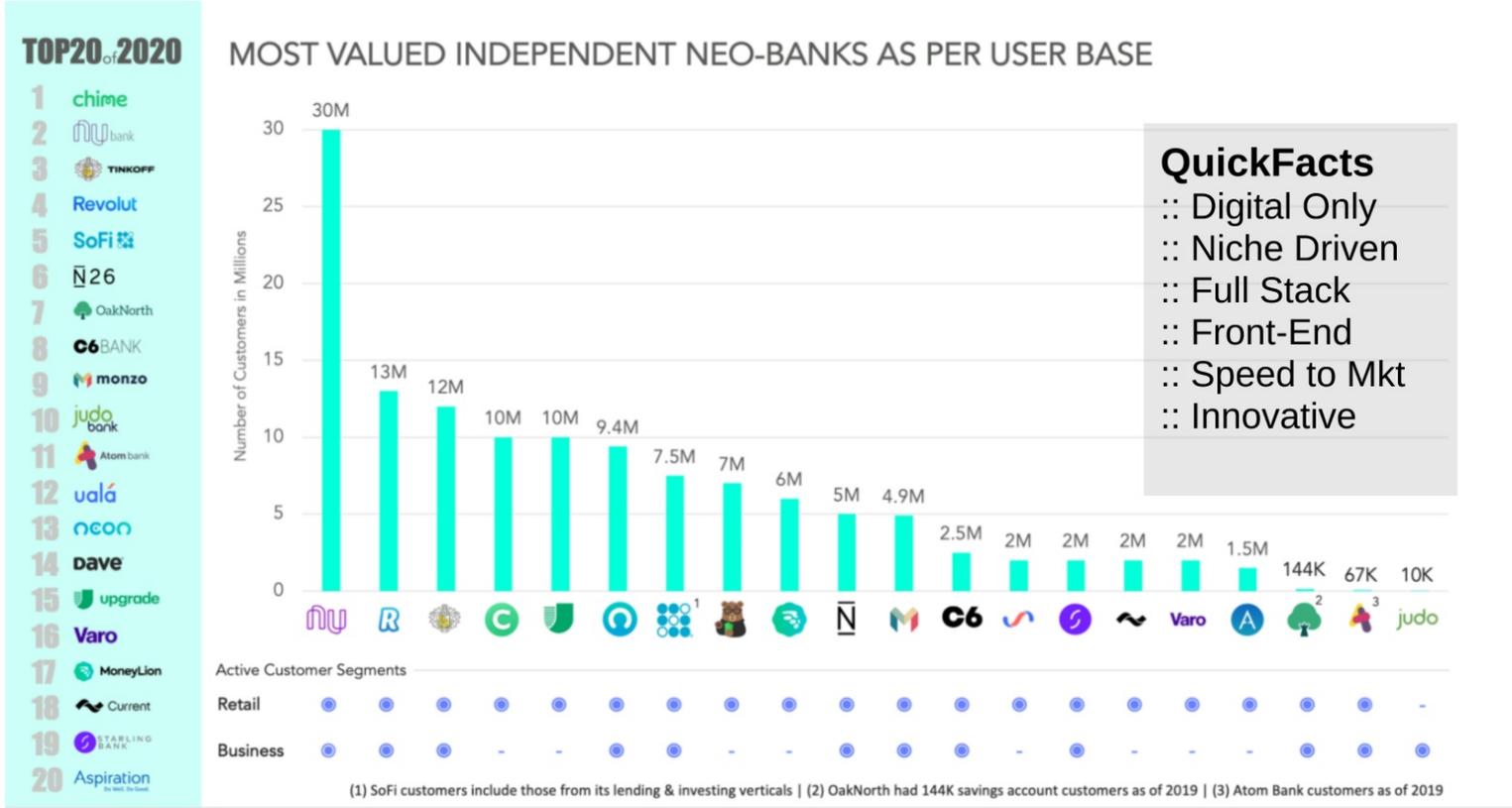
- :: neobank
- :: thinking/culture
- :: trends to consider
- :: baby steps

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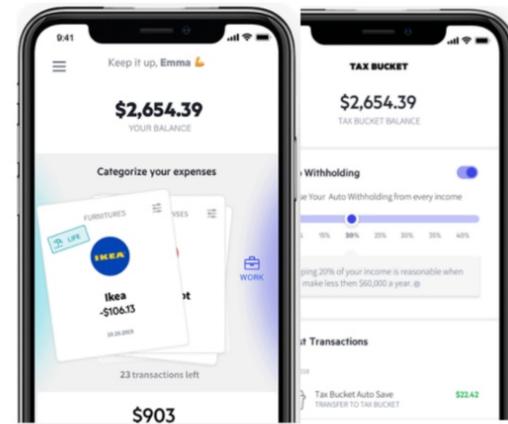


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Rise of the NeoBanks



The Freelance Niche



The Freelance Niche





The Freelance Niche



Customer payments	Vendor payments
Incoming Payments \$2,670	Coming Due \$14,430
	Past Due \$14,430

- Payment Form [Learn more about Payment Form](#)
- Andrew Holstead has invoices that are overdue
- Kristin Hope has paid you \$75.72
- Graham Robert has paid you \$21.66 from your Payment Form [View details](#)

Challenge the Challengers



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Change the lens you look through.

Traditional Thinking

We tend to resist change



**Change
is
inevitable.**
Growth
is
optional.

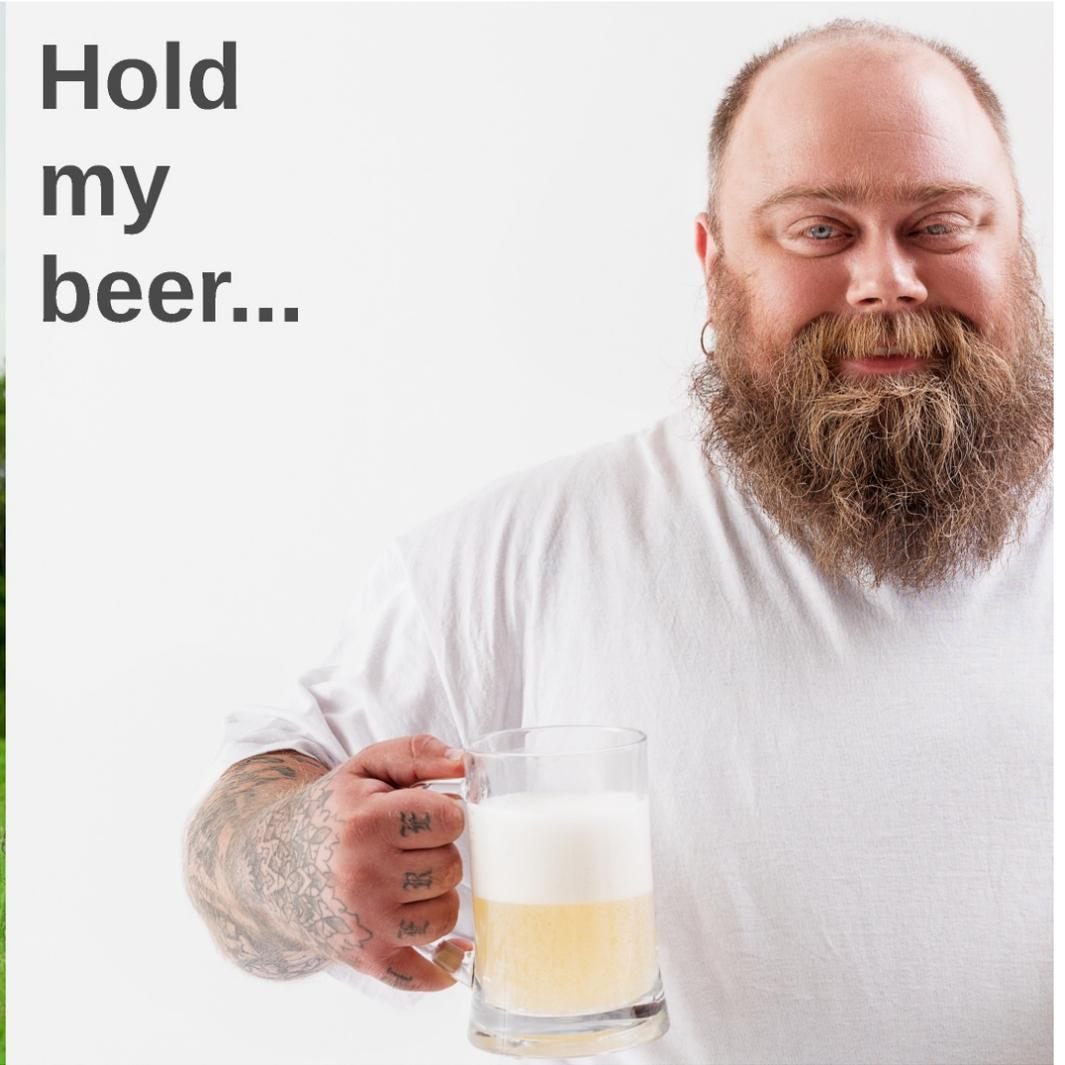
John Maxwell



**Look
at
me**

**I'm
a
NeoBank**

**Hold
my
beer...**



- ✓ Proven Model
- ✓ Strengths
- ✓ Weaknesses
- ✓ Key Niches
- ✓ Brick and Mortar
- ✓ Years of Data
- ✓ Wins/Losses



Get better at what you know before
you get outside the box.



::::: What's Your Niche :::::

Retail Boomers Commercial Minorities Construction LGBTQ Students
Agriculture Gen X Automotive Millennials Under-Banked Digital ONLY Gen Z Non-Profit



- Take inventory | Build your team
- Decision-making process
- Challenge engrained thinking
- Discuss fears
- Failure is acceptable
- Empower
- Identify detractors

Cultural Shift

The Innovation Officer



The Innovation Committee



Focus Groups



Reward Creativity



Design Your Message



Spread the Word

Be realistic with the resources you have



You're Different

Just embrace it.
You be you.

Who do we want to attract ::

What is our success metric ::

Revenue :

Loyalty :

What is the best marketing vehicle ::

What is our threshold for failure ::

Think Ahead.

Transfer of wealth



1

WHY DO BABY BOOMERS MATTER?

76 Million Americans are Baby Boomers ¹

Source: US News & World Report

2

THEY MAY NOT BE ABLE TO AFFORD IT TODAY BUT..

By 2030, millennials will hold 5x as much wealth

Forecasted total financial assets held by millennials in (\$T)



CBINSIGHTS Source: US Census, Ribbit Capital analysis

3

Keeping Gen Z happy

Challenger banks' apps for young people generally go beyond what banks typically offer in their apps

Basic offerings	Next-level features
Customizable cards	Financial education
Specialized savings mechanisms	Charitable giving
Allowance and chore tracking	Investing
Parental controls and alerts	Credit building

Source: American Banker

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Digital Onboarding

finzly

MANTL

narmi

blend

meridianlink®

NUMERATED





re:think

Think outside of your core.
Rethink your strategy.
Stay ahead, instead of...
playing catch up.



Digital Makeovers

Alkami

BACKBASE

NYMBUS®

glia

Q2

APITURE





Crypto Currency

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Real World Initiatives



Beginner



Moderate



Advanced



Pro



Legendary



Beginner

Baby steps...start thinking outside of your core.

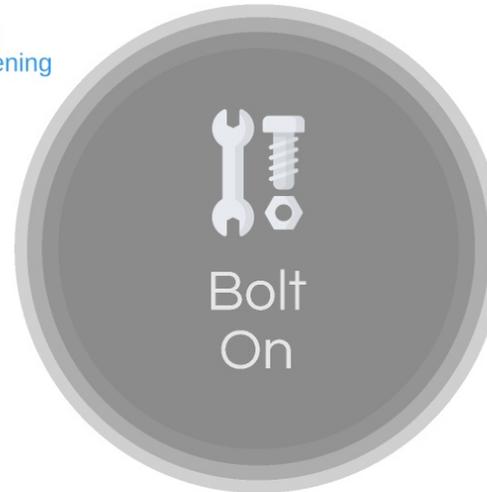
:: Identify :: Due Diligence :: Engage ::
:: Scope :: Budget :: Negotiate :: Implement ::

 **NUMERATED**
Online Lending

 **finzly**
Payments Hub
Online Account Opening

 **ncino**
Digitization and
Automation

 **narmi**
Forward-Facing
Forward-Thinking
Solutions



 **monotto**
Goal Oriented Saving
Automated Transfers

 **WalletFi**
Subscription
Management

 **BILLSHARK**
Bill Negotiation

 **glia**
Frictionless Online
Interaction



Moderate

:: Identify :: Due Diligence :: Engage ::
:: Scope :: Budget :: Negotiate ::
Implement ::

Q2

jack henry
& ASSOCIATES INC.

Alkami

Bottomline



CheckFree

fiserv.

ALLIED
PAYMENT NETWORK

BACKBASE



Advanced

- :: Define Niche :: Engage Vendors ::
- :: Due Diligence :: Develop Parameters ::
- :: Social Media :: Marketing ::





Pro

:: Identify :: Engage :: Price
:: Scope :: Timeline :: Design :: Beta ::
:: Launch ::





Legendary

- :: Inventory :: Proof of Concept
- :: Budget and Scope ::
- :: Design :: Beta :: Release ::
- :: Maintain ::



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Consider the Risks

An iceberg floating in the ocean. The small tip above the water surface represents visible risks, while the much larger, jagged mass below the surface represents hidden risks. The background shows a blue sky with clouds and a distant cityscape on the horizon.

Regulatory

Reputational

Financial

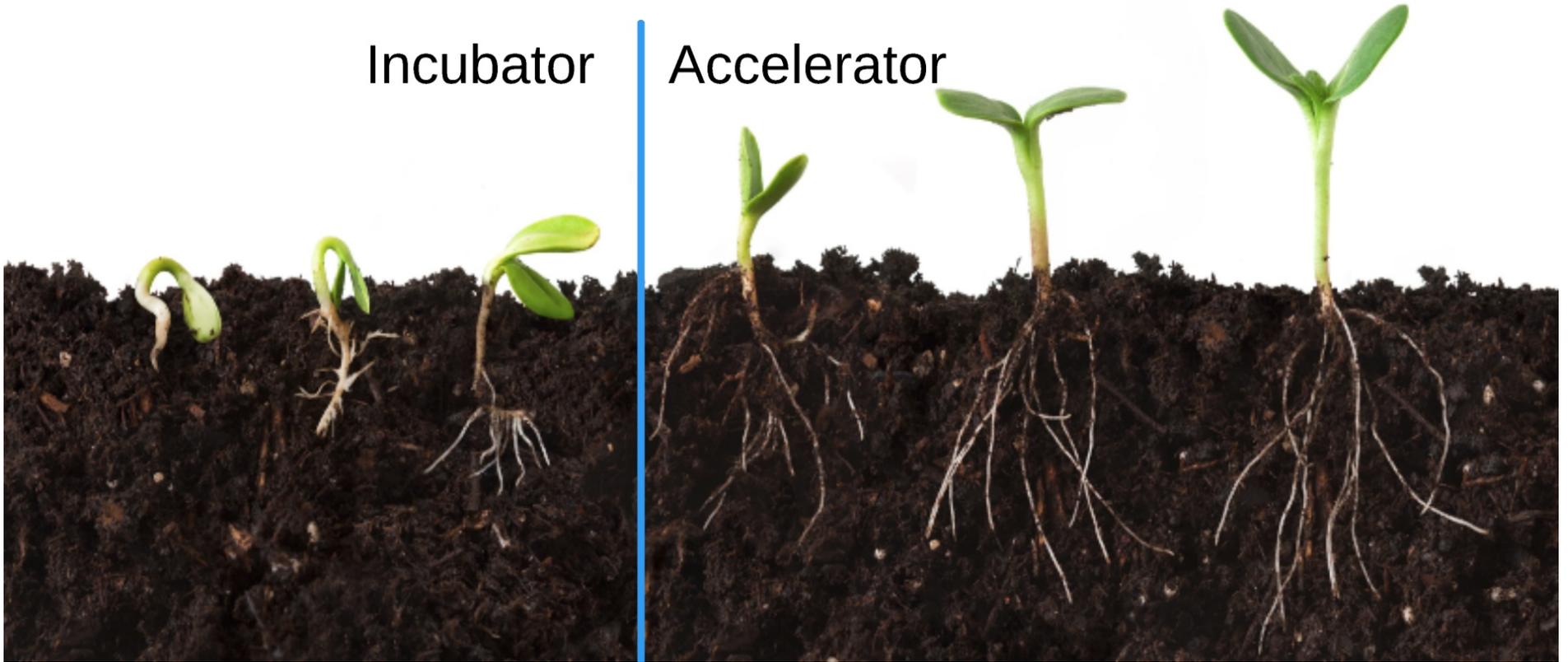
Cultural



Resources

Incubator

Accelerator



Accelerators

Email david@genesystg.com for link to complete listing



TECHNOLOGY CONSULTING





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