

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



What's Your Happy Place



Relax....

You can't do it all.

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

In your bank.

Today...

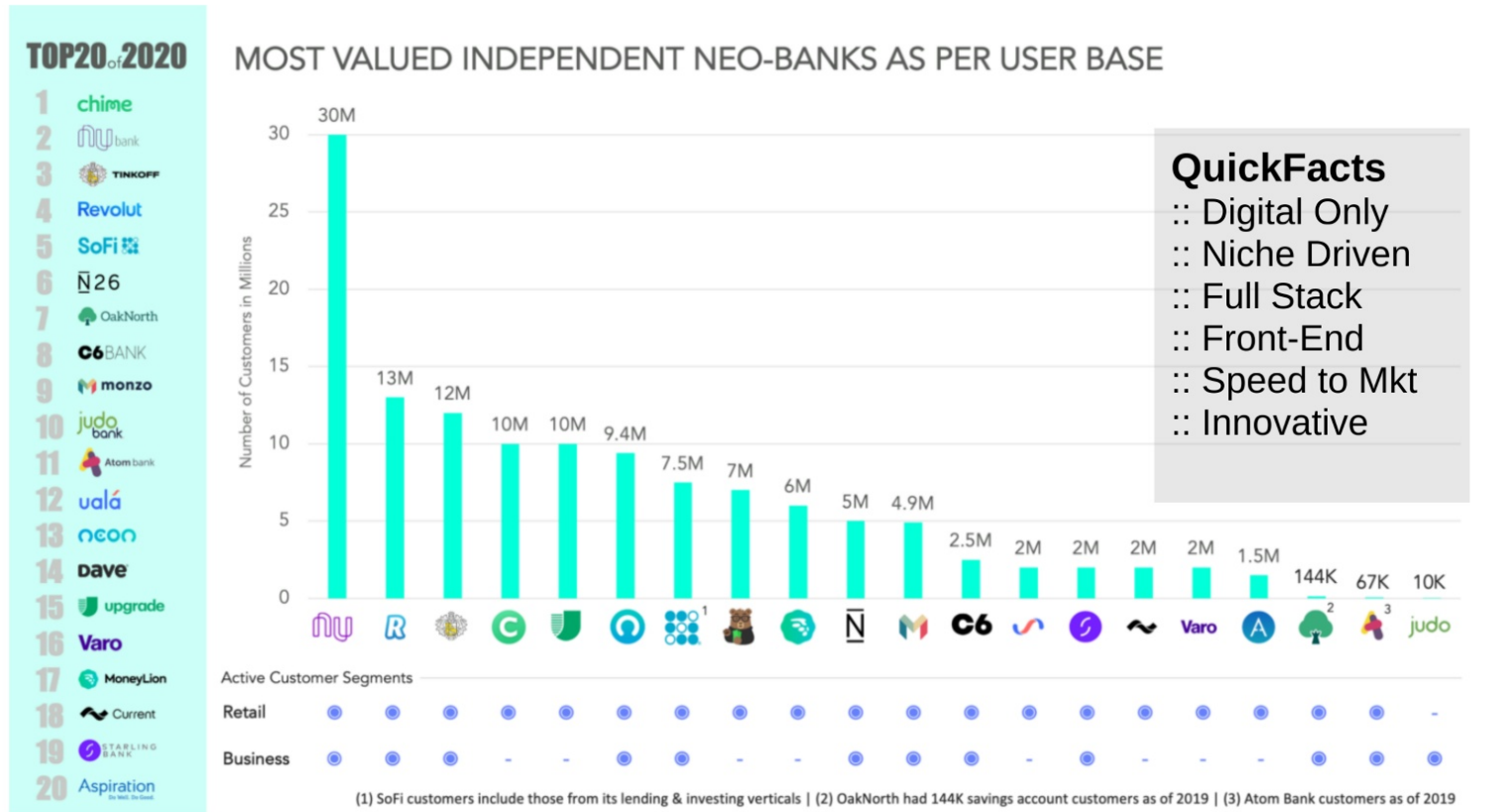
- :: neobank
- :: thinking/culture
- :: trends to consider
- :: baby steps

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Rise of the NeoBanks

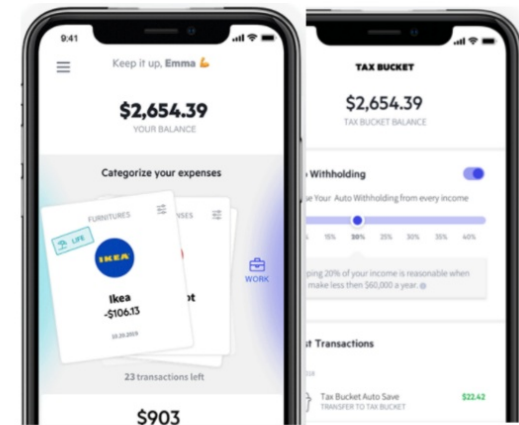




57 Million
Americans

\$1 Trillion in
Income

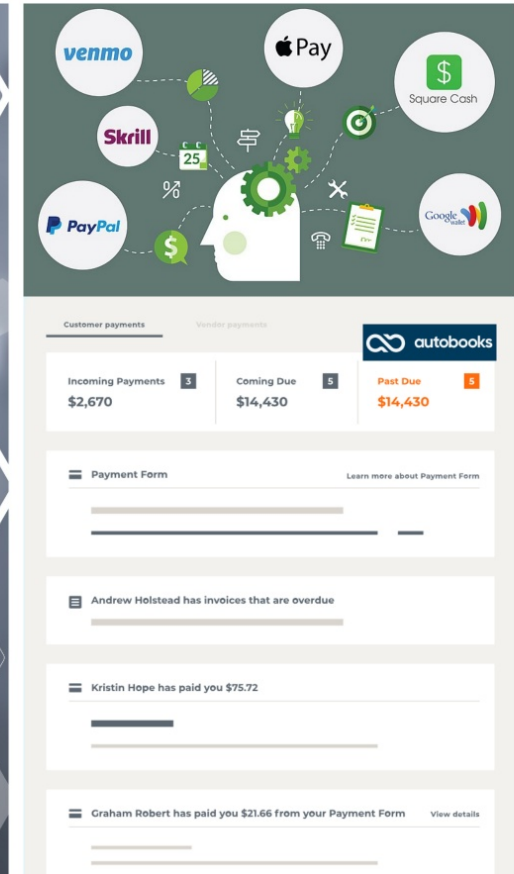
The Freelance Niche



The Freelance Niche



The Freelance Niche





chime®

13.1 Million Account Holders



Current

2nd Place (4 Million)

N26

Get Paid Early



Cash App

BitCoin Account



MoneyLion

Credit Building
Second Chances

Varo

Best Savings Tools

axos
BANK

Best Checking/Investing

lili **NOVO**

Best for Freelancers

SoFi

Best Credit Cards

ONJUNO

Cashback Rewards
Metal Cards

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.

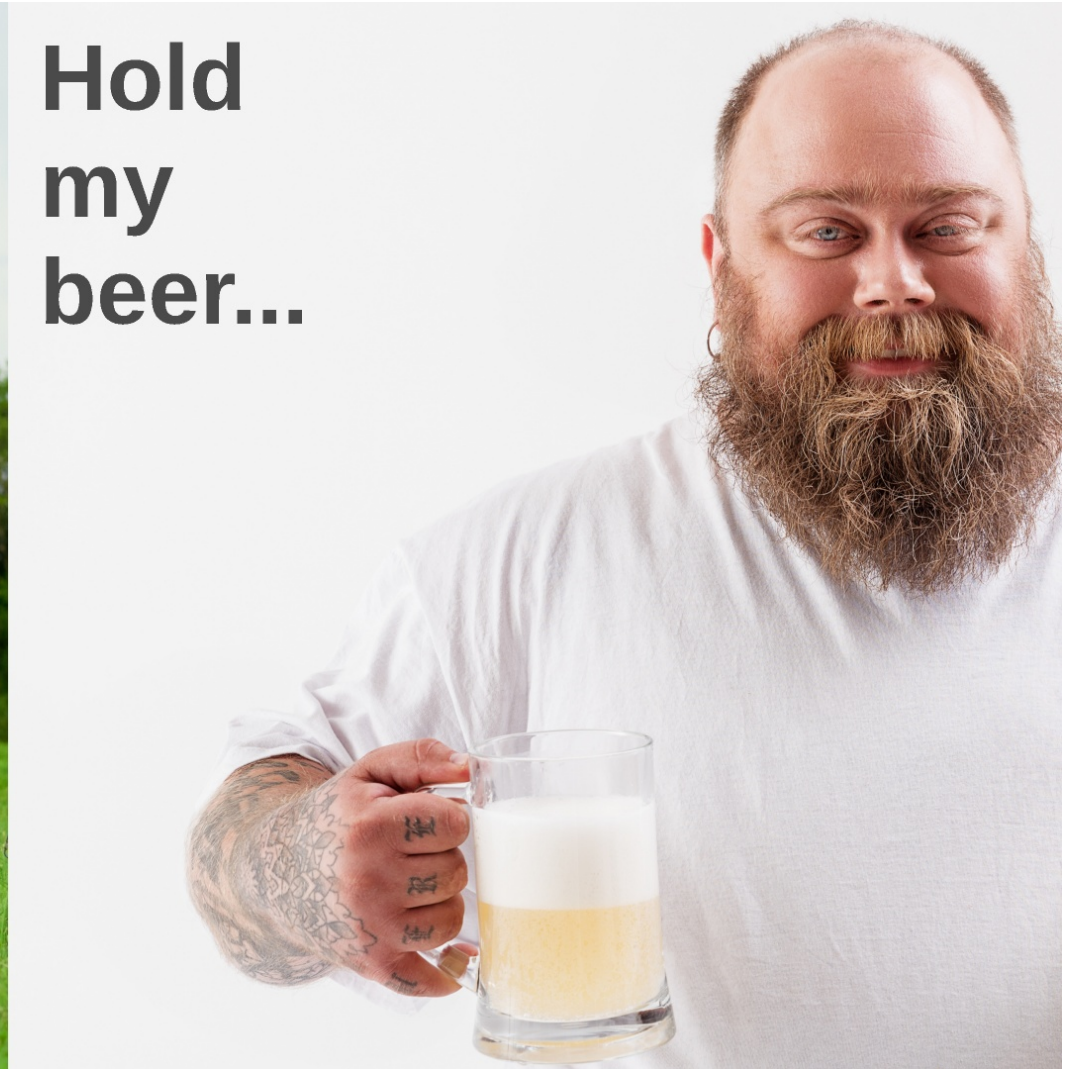
John Maxwell

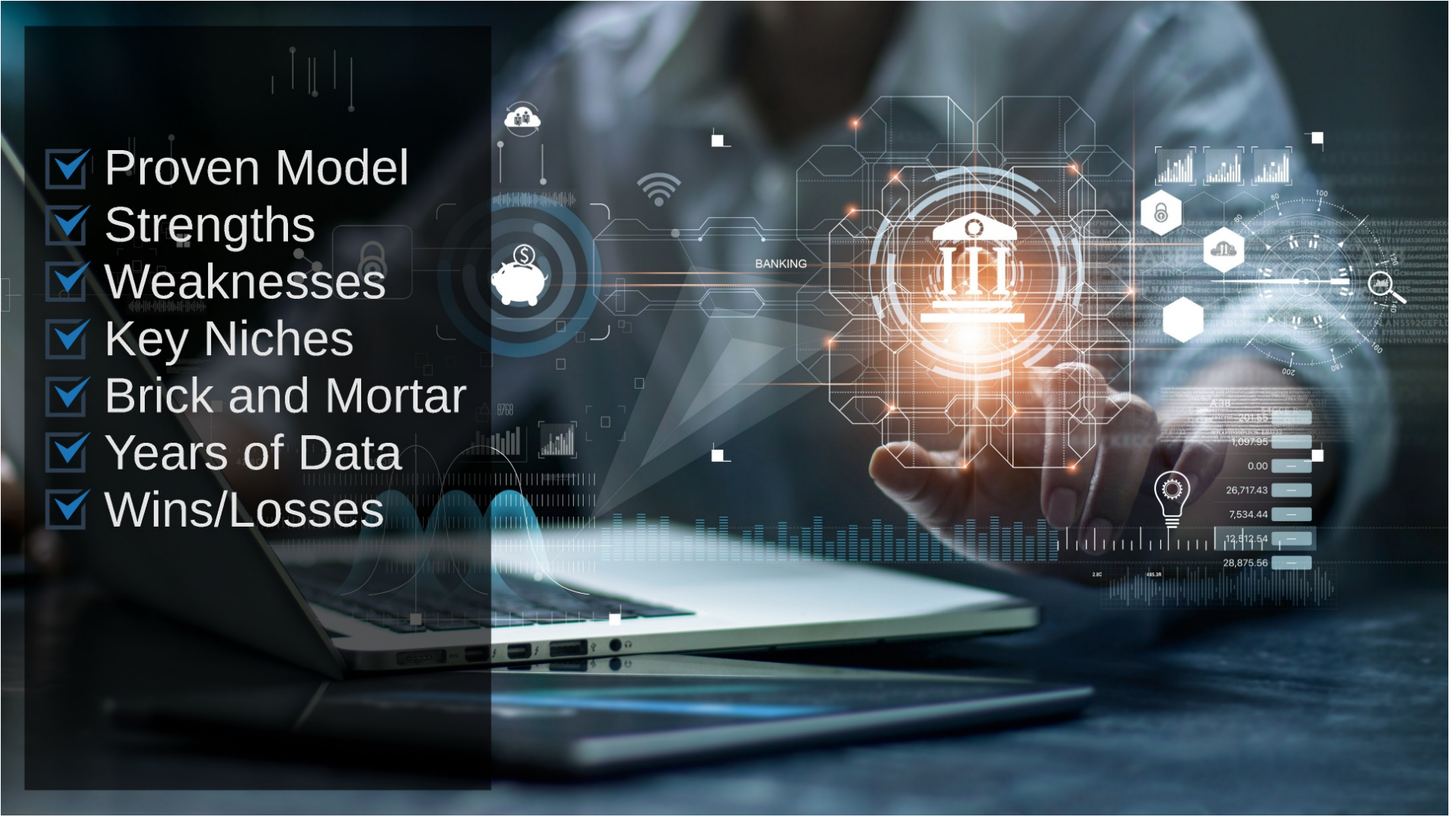


**Look
at
me**

**I'm
a
NeoBank**

**Hold
my
beer...**



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



- Executive sponsorship
- Decision-making process
- Challenge engrained thinking
- Discuss fears
- Failure is acceptable
- Empower
- Identify obstacles
- Build your team

Culture
::be intentional

Take Inventory



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

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

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

Leverage your uniqueness.

Culture starts at the top ::
Identify your niche(s) ::
Build your team ::
Reward creativity ::
Get feedback ::
Identify the first opportunity ::
Develop your plan of attack ::
Promote, be intentional ::

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Digital Onboarding





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.

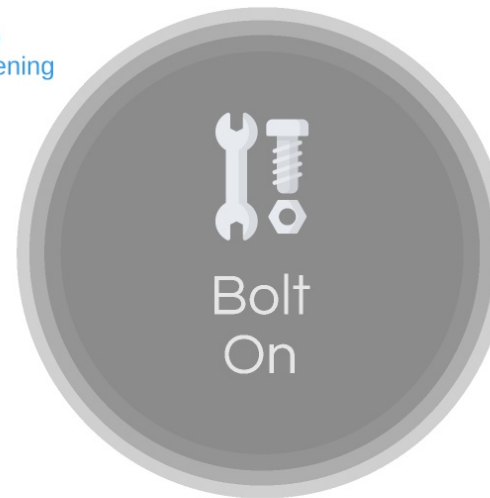
:: Identify :: Due Diligence :: Engage ::
:: Scope :: Budget :: Negotiate :: Implement ::


 **NUMERATED**
Online Lending


Payments Hub
Online Account Opening


Digitization and
Automation

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

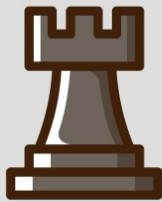



monotto
Goal Oriented Saving
Automated Transfers

 **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.


Digital
Makeover

 **ALLIED**
PAYMENT NETWORK

 **BACKBASE**



Advanced

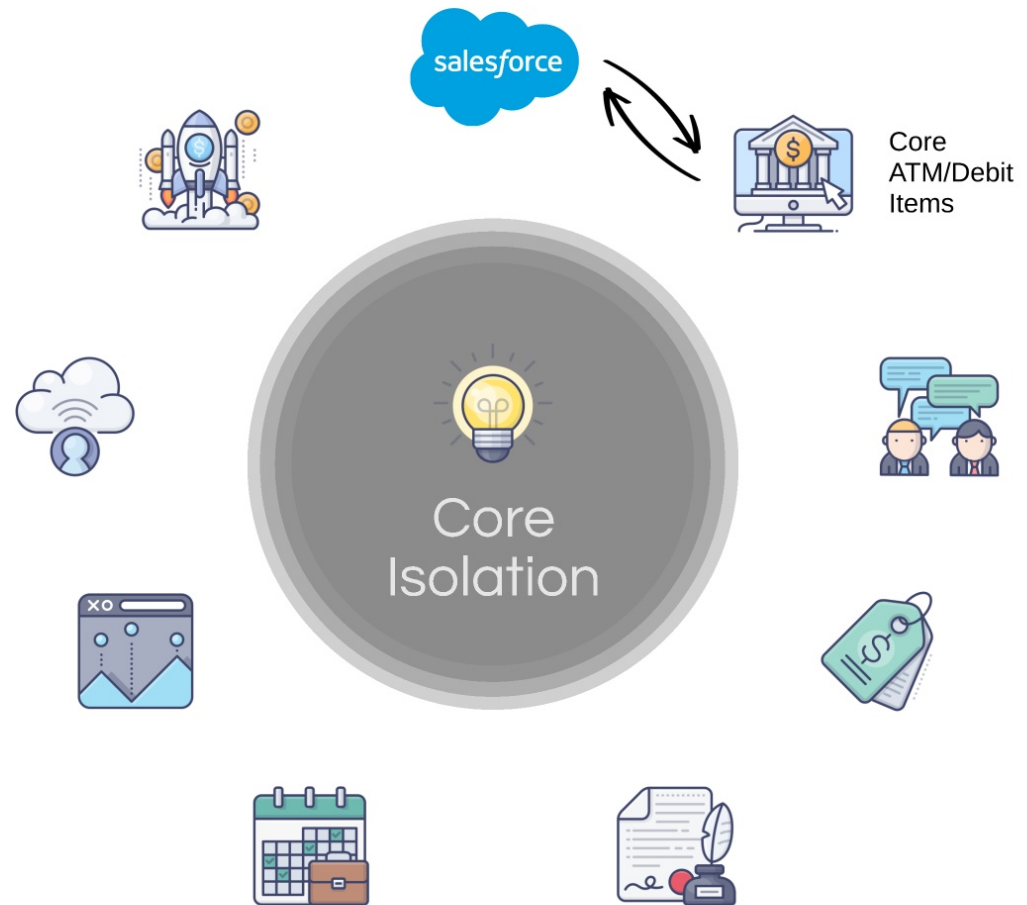
:: Define Niche :: Engage Vendors ::
:: Due Diligence :: Develop Parameters ::
:: Social Media :: Marketing ::





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

Regulatory

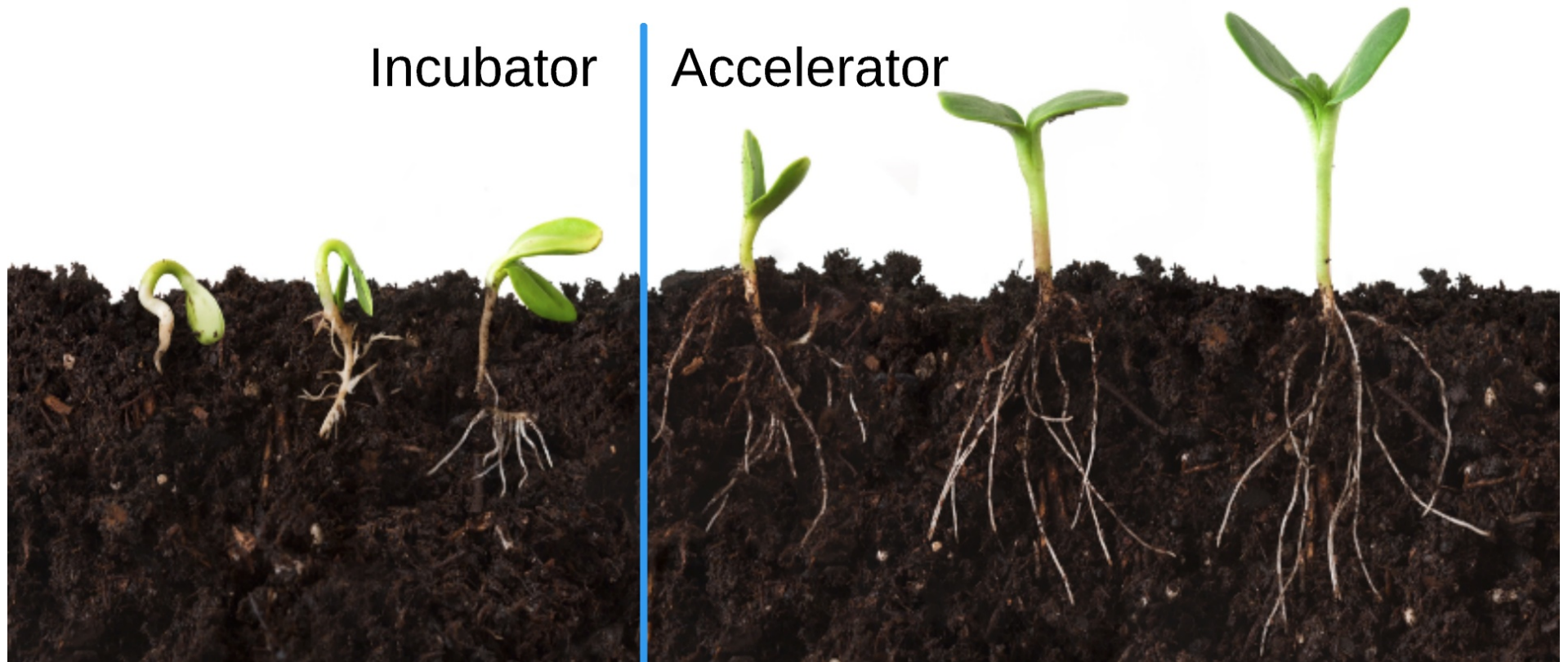
Reputational

Financial

Cultural



Resources



Accelerators

Email david@genesystg.com for link to complete listing



TECHNOLOGY CONSULTING



Get good.
Think ahead.

Transfer of wealth



1

WHY DO BABY BOOMERS MATTER?

76 Million Americans are Baby Boomers ¹

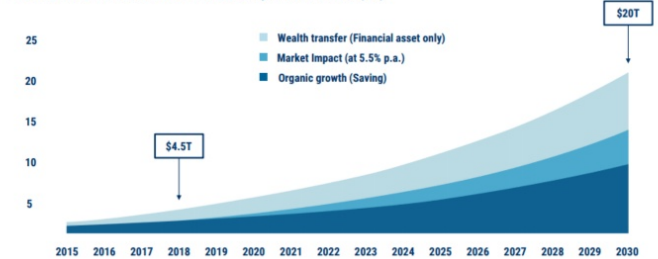
Source: US News & World Report

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



Visit | Download | Reach Out
www.genesystg.com/texas

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