

Trends in Mobile FinTech

Presented by Mobile DC and FinTech DC



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CFSI Center for
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Discussion Topics

- Financial & tech industry trends
- Mobile app design trends
- App demos
- Open Q&A

Financial & Tech Industry Trends

- Smartphone adoption among consumers
- Rapid adoption of mobile banking apps -- killer feature = check deposit by phone
- Growth of app ecosystems
- Cheaper and more reliable infrastructure systems - cloud APIs, storage, security
- The rise of anything as a service

Financial & Tech Industry Trends

- Rising expectation among consumers for free, instantaneous, convenient mobile access and communications
- Investment into FinTech - one of the highest growth sectors in venture capital—\$3b in 2013 expected to grow to \$8b by 2018 (Accenture)

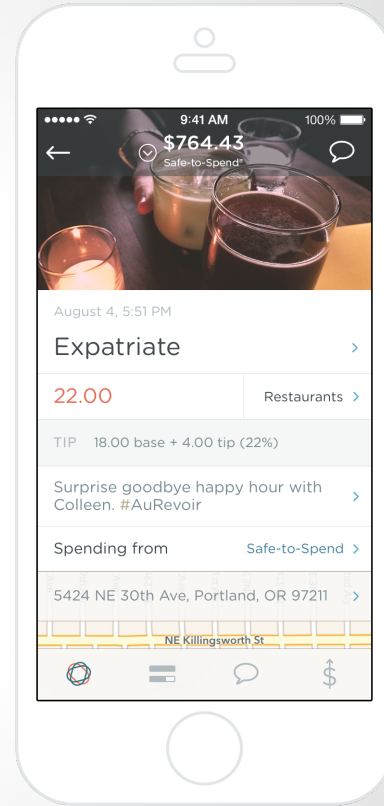
Mobile App Trends

- Consumers demand great user experience
- Data security is a differentiator
- Mobile can be much more secure compared to the web
 - Geolocation
 - Biometrics
- Offline data sync
- Consistent UX across multiple platforms

Demos: Banking

Simple - a reimagined bank

- Redefines balance
- Goals
- Support on primary nav



Demos: Brokerage, Asset Mngmt

- E-Trade
 - Early to market
 - Replicate most all functions from web
- Acorns
 - Differentiated UX, targeted at Millennials
- Personal Capital
 - Account aggregation
 - Freemium strategy → \$1b + in AUM

Demos: Personal Finance Management

- Mint
 - Rebooted account aggregation
 - “Advice” = Offers
 - Mobile increasingly simple – remove functions for more powerful experience
- Credit monitoring apps, e.g. Credit Karma
 - Niche can be popular and profitable

Demos: Payments

- Venmo
 - Early star of P2P payments
 - Leveraged Facebook friends network
- PayPal
 - Leader trying to close the loop in store
 - Beacons and POS dependencies
- Square mobile credit card readers

Demos: Wallets

- Capital One
 - ApplePay
 - Real-time notifications
 - Defensive
- Coinbase
 - Digital currency wallet
 - Buy, sell, send

What's Next

Wearables: 80% of financial app traffic is users checking balances and transactions

Perfect use case for a watch?

Open Q&A