



FinTalk

The Weekly Newsletter
By Bank of Baroda



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Balancing control and flexibility a FinTech Startup would want to offer ?

FinTech startups will have a very fine line between moving from the old school way and the trust factor. Banks are now moving towards the path of digital transformations and bringing in new technologies with the intent on building leaner, faster, cheaper products than traditional banks. Brands have been created to be approachable and emotionally engaging, differing from the more traditional bank's approach that Indian customer base is used to.

Customers does not want opaque financial institutions, rather they like customized services, more transparency, more mobility, flexible banking, lower fees and faster transactions. And now customers are spoilt with choices in the market.

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But the challenge as this evolves is how you stand out, while gaining people's trust. People have to be able to remember your name and who you are, but also trust you with their money.

1. Keep it simple and clean:

Now that it's a new change to adapt, it should not be jargon. People need to understand clearly who you are, what you offer and why they should care. You need to be quick and simple to understand

2. Know Your Customer:

Understanding your customer, designing and delivering the value that matters most to customers is the key for the success of your product. In case of a diverse mass customer base, you can quickly get a 'map' of your audience's life and world, and make sure all product decisions, features and communications are guided towards fitting in easily there.

3. Right attention to touch points:

Small touches of delight you add, on top of the basics, make your experience more memorable and, thereby, more sticky. Building stickiness or virality into the design of your products and onboarding experience has more power than any amount of content marketing.

4. Nurturing partnerships:

As more technology companies spring up, covering a wide base of offers, becoming the preferred partner in your category is essential. This means cultivating a community and partnership strategy as soon as possible in your lifecycle

As the competition for banking services intensifies, FinTech startups will have to take more bold steps to set themselves apart in the market. Agile, fast, and focused execution are quintessential for success

How Amazon's Alliance With Venmo Will change The Payments Space Forever



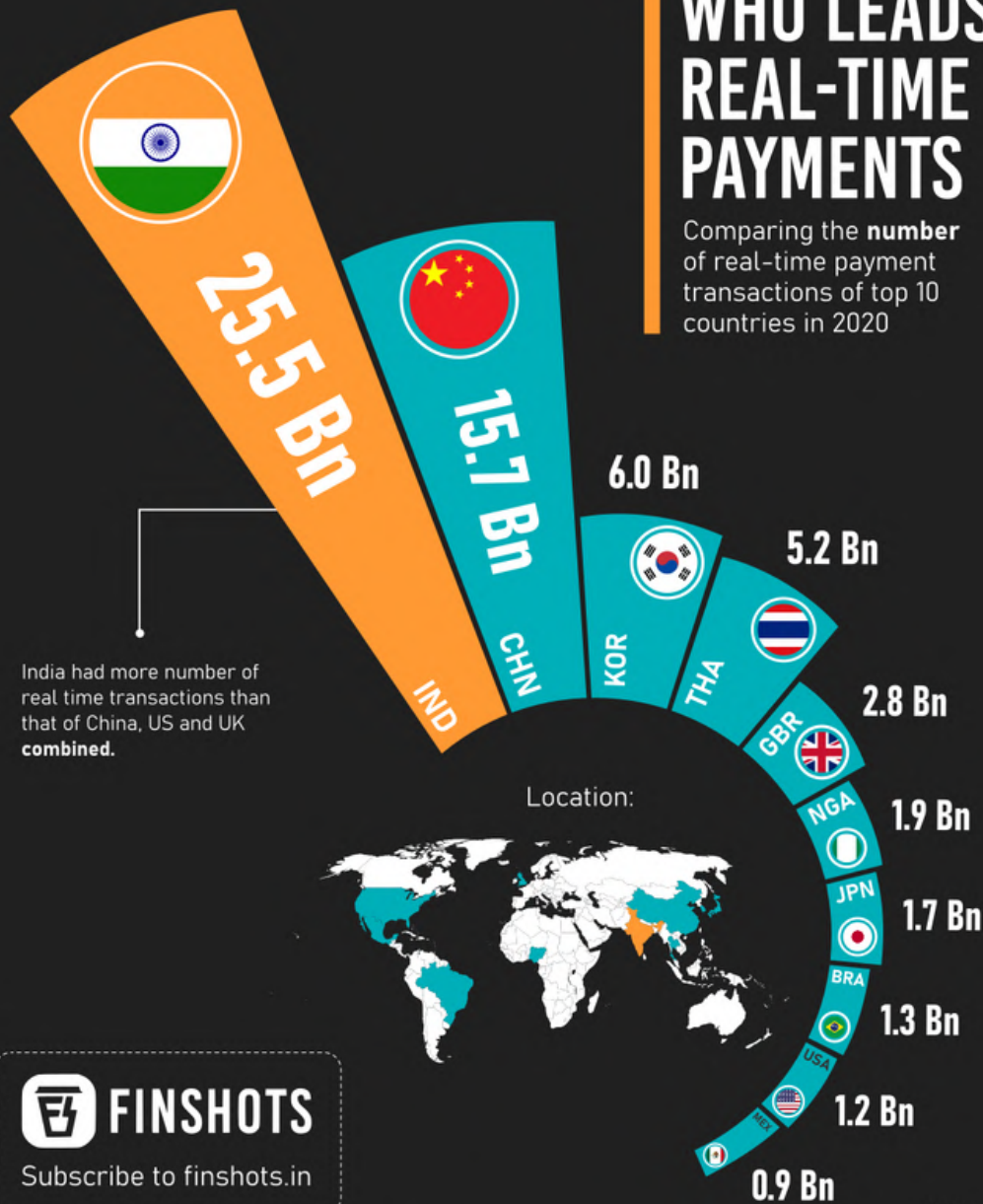
The PayPal P2P app brings Amazon fresh customers with digital balances they are itching to spend, at a lower cost to the ecommerce platform than traditional payment channels. In return PayPal gets semi-exclusive access to the world's leading online retailer.

For financial institutions it represents yet another incursion into banking by Amazon — characteristically favoring an oblique approach rather than a frontal assault. PayPal (Venmo) gets a share of wallet on the ecommerce giant's checkout page. The deal is an end run around online debit card usage that doesn't rely on card company rails (thus avoiding interchange). It provides a potential entrée to use of cryptocurrency at Amazon.

[Source – The Financial Brand](#)

WHO LEADS REAL-TIME PAYMENTS

Comparing the **number** of real-time payment transactions of top 10 countries in 2020



Payment Networks Adopting Cryptocurrencies

Cryptocurrency, also known as crypto, can be traded between two parties, converted to other cryptocurrencies or fiat currencies, stored for future use, and secured by a ledger.



In the Payments world, remittances and mobile wallets—the early adopters of cryptocurrency—benefited tremendously from crypto payments. Crypto payments are estimated to be adopted by 45% of customers by 2023, according to Capgemini’s World Payment Report 2021.

Source– Innercircle by Medici



As customers make a beeline, it's BNPL's moment under the sun

'Buy Now, Pay Later' (BNPL) offerings appear to be the rage this holiday season, with several e-commerce sites, banks, and merchants offering such deals. Even without a credit history, a substantial number of borrowers can now take advantage of BNPL's short-term credit.

Many of us have had to tighten our purse strings as a result of the covid-19 outbreak, making BNPL programmes even more appealing. BNPL has benefits for businesses and consumers such as a convenient and planned way to pay for the purchases with usually zero or extremely low interest. BNPL has been a huge hit among the Gen Z and Millennials since one does not need a good credit score to qualify plus they get fast approvals.

The growth in this informal BNPL has been quite astonishing. And not just growth, unlike the usual BNPL where repayments are always a huge area of concern, the informal BNPL has seen good repayment numbers.

[Source: The Times of India](#)

JP Morgan considering investment in Greek startup



JP Morgan Chase is considering an investment in a Greek startup, Viva Wallet, which has a presence in over 20 European markets and offers banking and payments services for small businesses, according to a report. The move by the US banking giant would mark its latest investment in the fintech sector, as it looks to invest in nimble startups to bolster its position in the market.

It is also an approved payment company for London's black taxis. JP Morgan made investments in several smaller fintechs and in September this year launched its new digital banking brand Chase in the UK in a bid to take on the likes of Monzo and Starling Bank at their own game.

[Source – AltFi](#)

UK Startup NUM Launches a DNS-based Alternative to the Semantic Web



NUM, a London-based startup that makes useful data machine-readable so it can be built into devices, apps and services, is offering developers free, unrestricted access to more than 23 million data points.

As part of its official launch, NUM has published free, unrestricted access to 23 million data points about 4.8 million UK companies – available to anyone building apps, services and assistants.

Source – The Fintech Times

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