

# FinTech in Switzerland (2015)



## ***Swiss Finance + Technology Association***

The **Swiss Finance + Technology Association** is an independent, non-profit community which aims to foster the position of Switzerland as a world-leading FinTech hub.

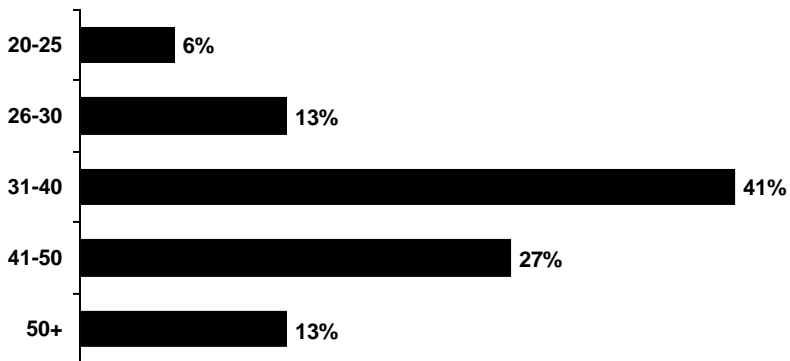
In just a few months, our membership has reached over 250 individuals who represent various stakeholder groups including entrepreneurs, investors, professionals, public policy makers, media, etc. – Through our regular meetups we are also reaching over 800 individuals with a high interest in Swiss Fintech

Goals of the Association	
Connect and educate stakeholders	Provide research and insights
Advocate and address key issues	Promote locally and internationally



# 265 members of the Swiss Fintech community participated in the survey, which was held online in summer 2015

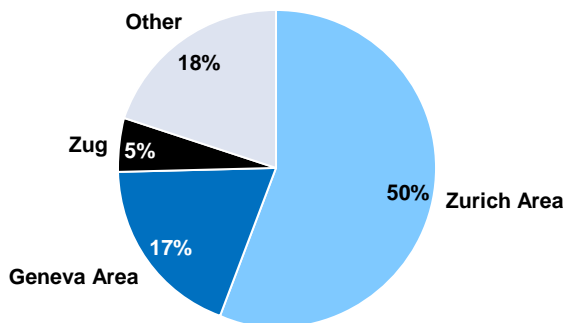
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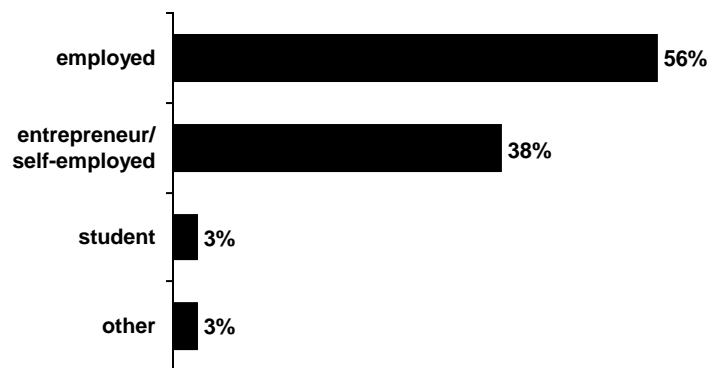
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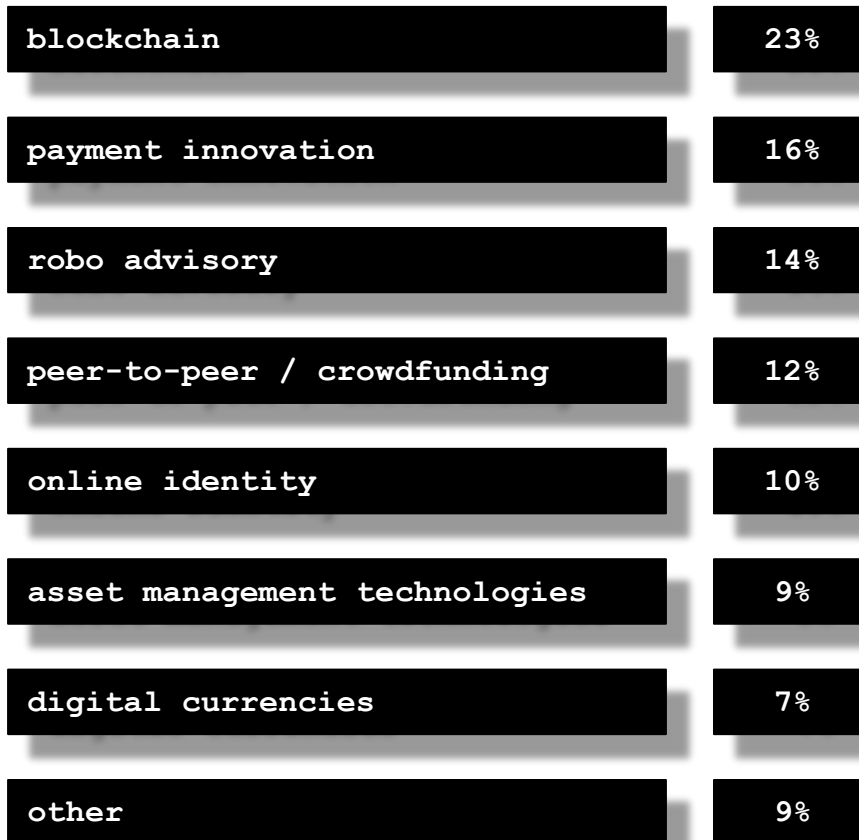


occupation



# *Which key trends will likely shape the future of Financial Services?*

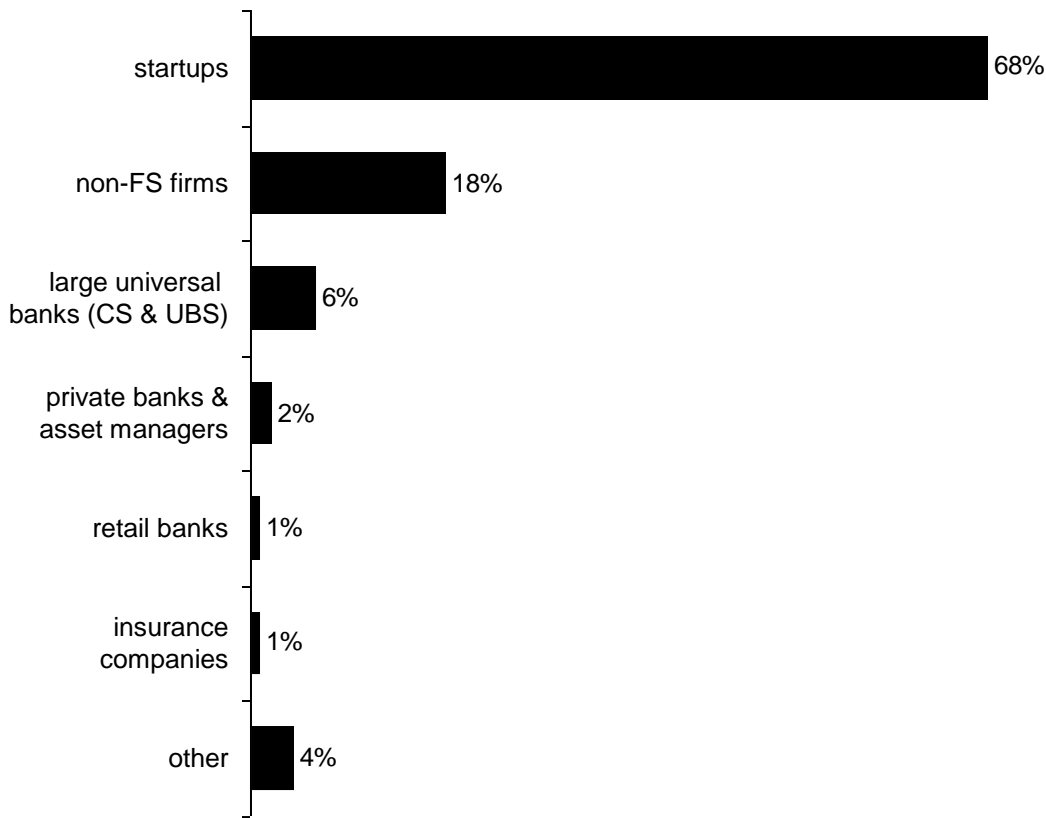
## key trends in Fintech



- ❖ The Swiss Fintech community sees blockchain clearly as the biggest trend in Financial Services
- ❖ While most people mix up blockchain and cryptocurrencies, the community clearly differentiates between blockchain (#1) and digital currencies (#7)
- ❖ Other key trends are: payment innovations, robo advisors and P2P / crowdfunding

# Who will deliver disruptive innovation in Switzerland in the future?

## disruptors & innovators in Switzerland



- ❖ The Swiss Fintech community overwhelmingly sees startups as the drivers of innovation
- ❖ Non-Financial Services firms (e.g., Google, Apple, etc.) are seen as most likely runner-up disruptors
- ❖ Established banks and insurance companies get little credit for their efforts around innovation from the community

# *Which are the top Swiss Fintech startups to watch?*

swiss Fintech startups cloud

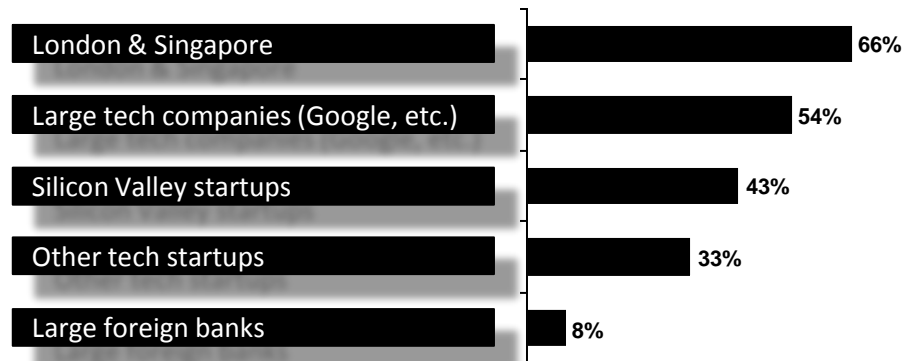
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# The community is convinced that Switzerland will become one of the major global Fintech hubs

does Switzerland have a place on the global Fintech map?



who are Switzerland's biggest competitors and challengers?



what are the biggest opportunities for the Swiss financial center in the future?



# *But the Fintech ecosystem must respond to Switzerland's strengths and weaknesses*

what are the advantages of Switzerland as a Fintech hub?



Experience in private banking & wealth mgmt.	68%
Macro factors/ political and economic stability	60%
Highly qualified labor & high quality of living	54%
Innovation capabilities	35%
Ease of doing business (taxes, public admin.)	23%

what are the weaknesses?



Conservative culture (risk aversion)	78%
Limited access to (venture) capital	44%
Inward focus and lack of global ambitions	43%
Regulatory uncertainty, missing framework	42%
High cost of living/ high labor cost	38%

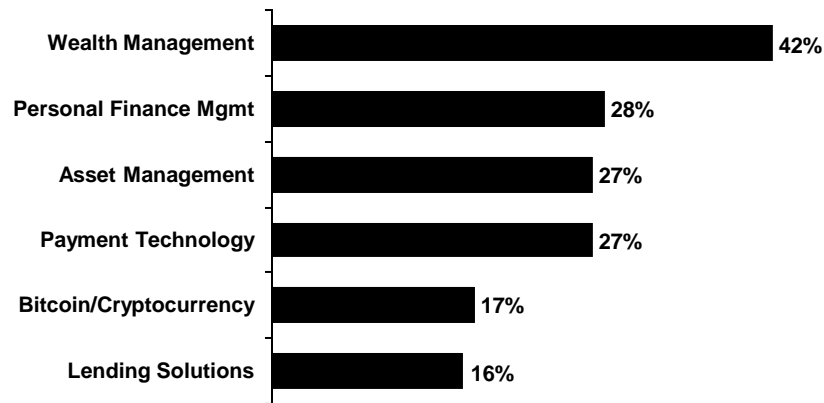


# Swiss Fintech Startups are positive overall, but seed funding & «ecosystem know-how» need to improve

is Switzerland an attractive place to set up a Fintech company?

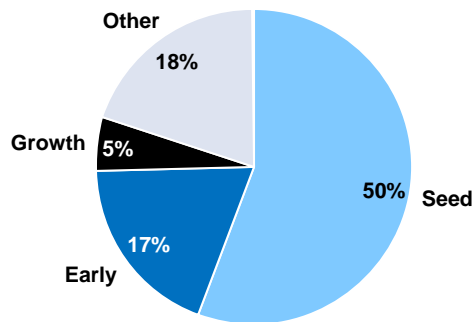


in which areas are you currently active?

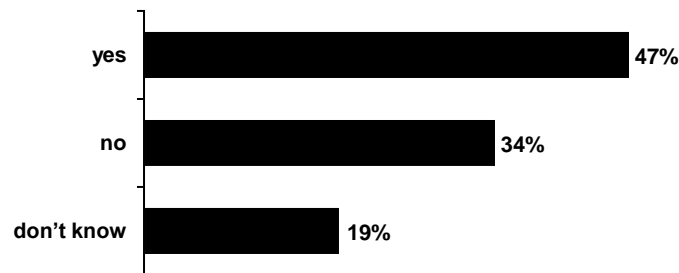


Note: multiple answers were allowed

at what stage is funding most difficult to find in Switzerland?

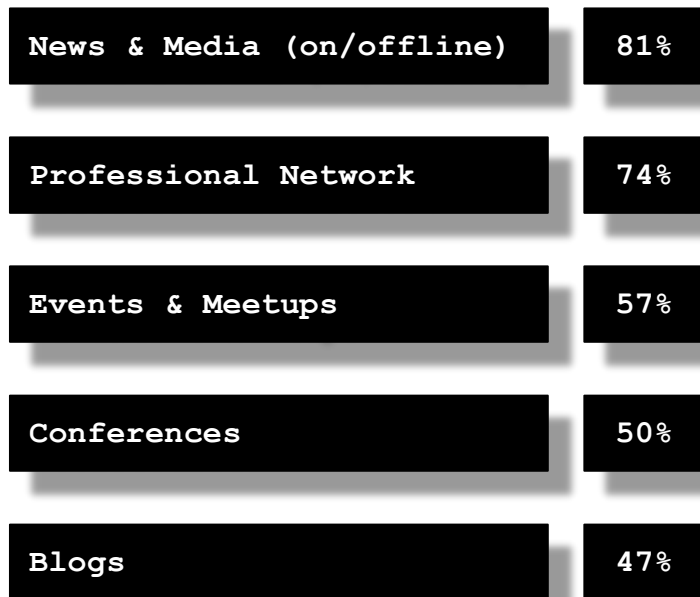


do you have an adequate level of knowledge of issues, players, and opportunities in Swiss Fintech?



# *The Swiss Fintech community is well connected and uses events and meetups to network*

what resources do you use to keep up to date with Fintech trends?



- ❖ The Swiss Fintech community is well connected and leverages both online/offline news & media and professional networks
- ❖ Smaller events and meetups are more popular than larger conferences
- ❖ Key topics on the “wish list” are:
  - Identity & privacy
  - Customer engagement & experience
  - Blockchain
  - Personal finance mgmt.
  - Data mgmt./ big data