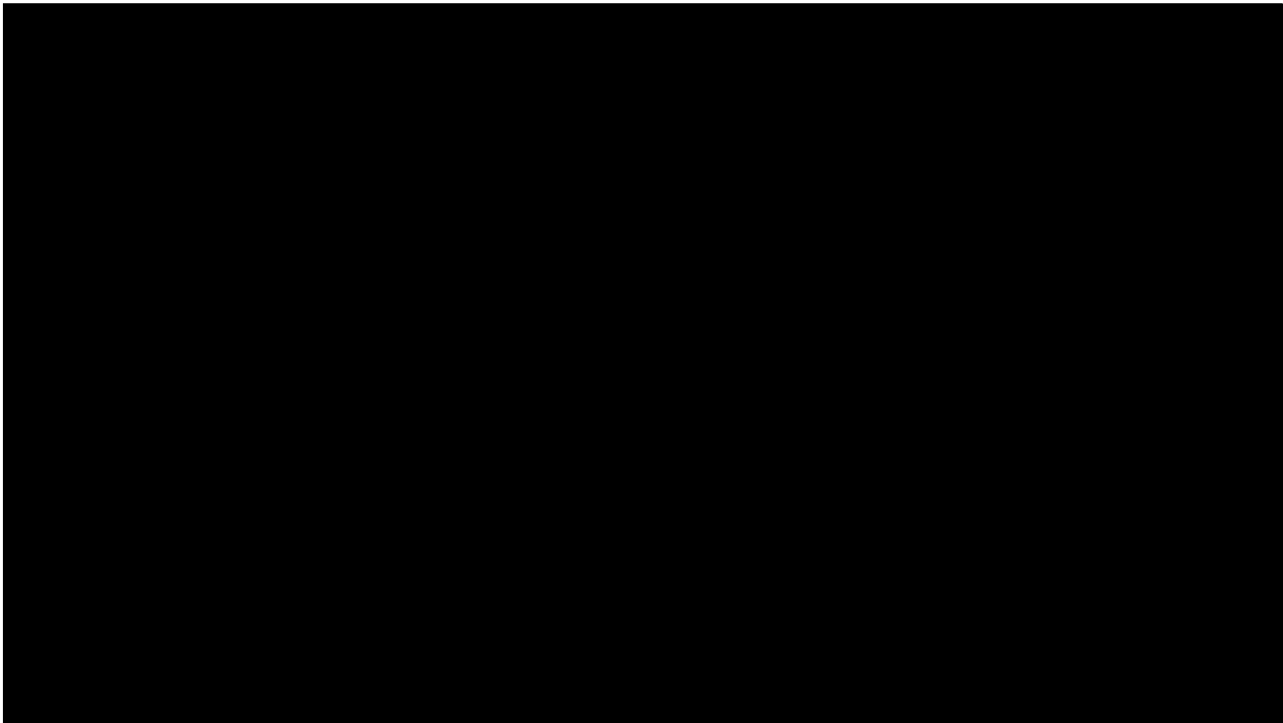
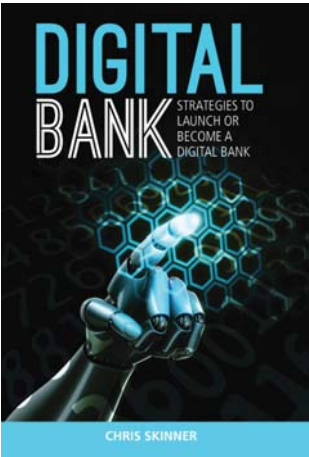
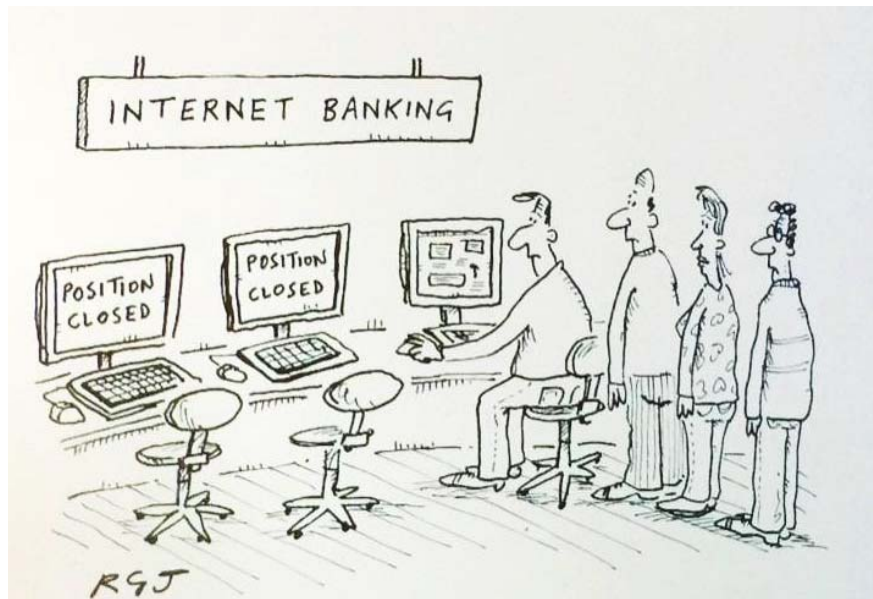
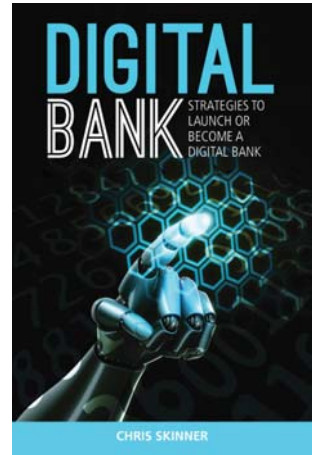


# Why you need to be a Digital Bank



# Why you need to be a Digital Bank



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Financial institutions were built for the **physical** distribution of **paper** in a **localized** network



Financial institutions need to design for the **digital** distribution of **data** in a **globalized** network

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from Physical to Digital  
from Channel to Access  
from Product to Customer

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from Physical to Digital

(25-30 mins)

from Channel to Access

(5-10 mins)

from Product to Customer

(5-10 mins)

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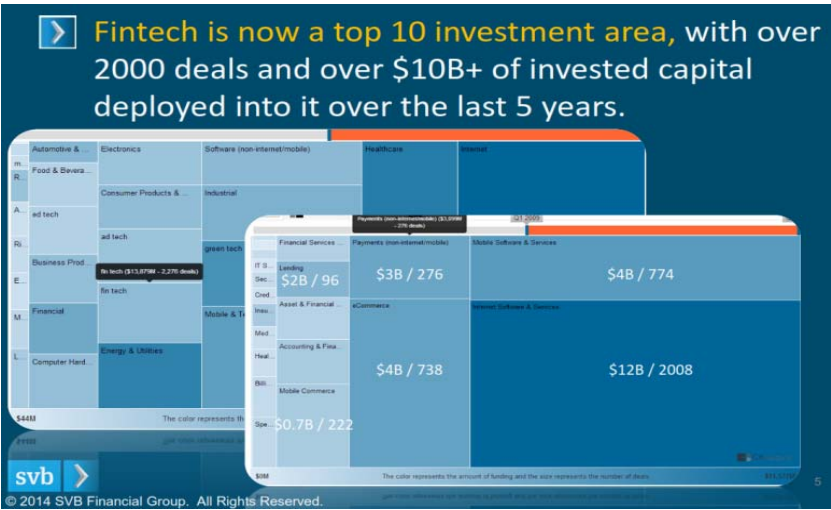
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Wrappers

Replacers

Reformers

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# Moven

spend, save & live smarter



## SIMPLE

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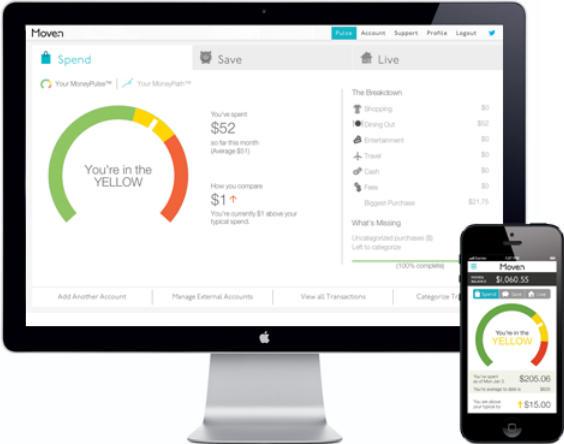

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One-touch checkout

No card number entry

No need to type addresses

No card information shared with merchant

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Thursday, September 04, 2014, 01:59 pm PT (04:59 pm ET)

### Apple reportedly wrangles lower credit card transaction fees for mobile payments rollout

By Mikey Campbell

Adding to rumors regarding Apple's supposed mobile payments solution, a report on Thursday claims the Cupertino tech giant has managed to negotiate lower transaction fees from five credit card issuing banks.





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17 November 2014 Last updated at 21:37

Share

**Snapchat launches Snapcash payment feature with Square**



Snapcash allows Snapchat users to send money to friends by using the private message feature



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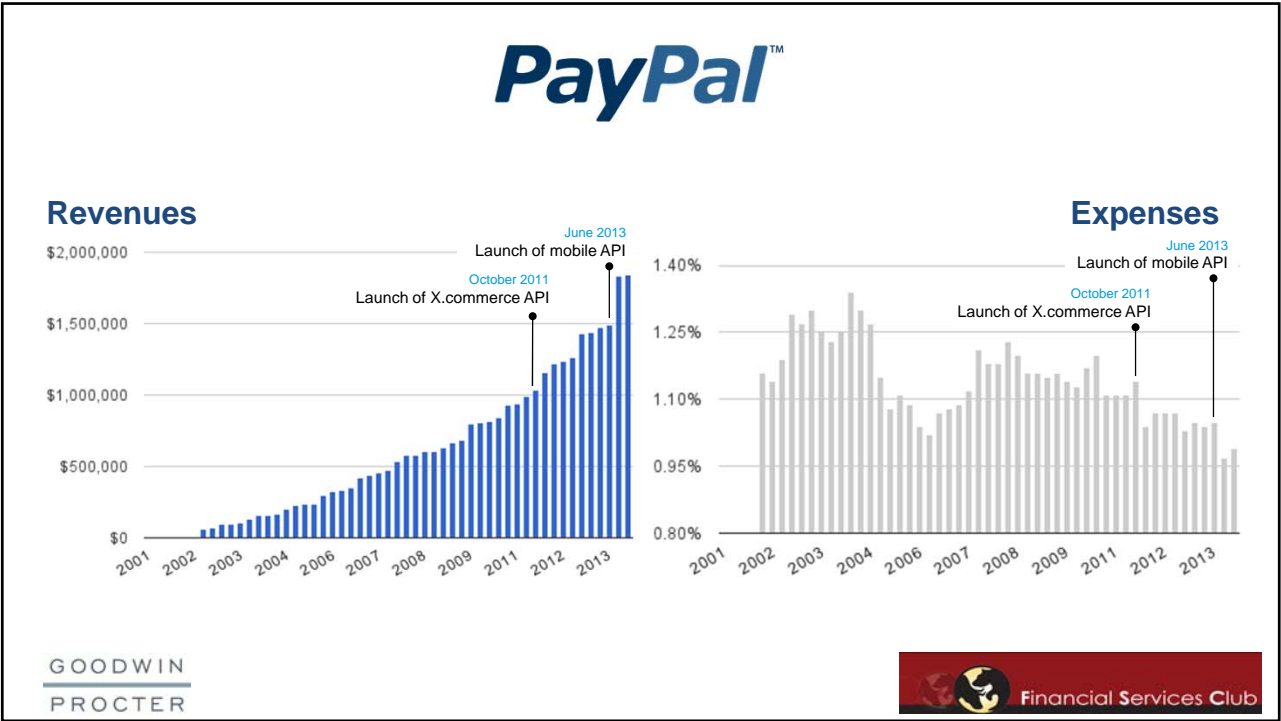
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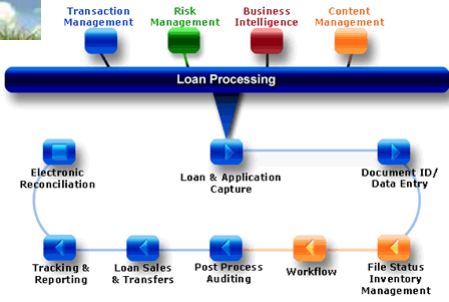

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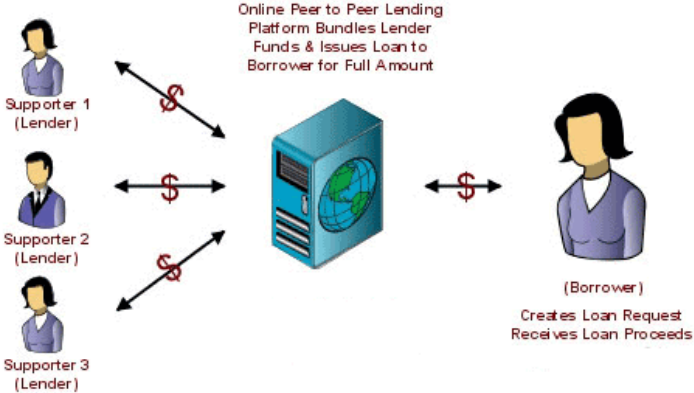
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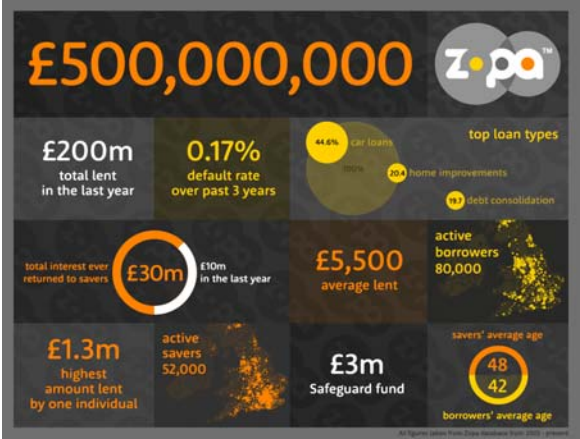
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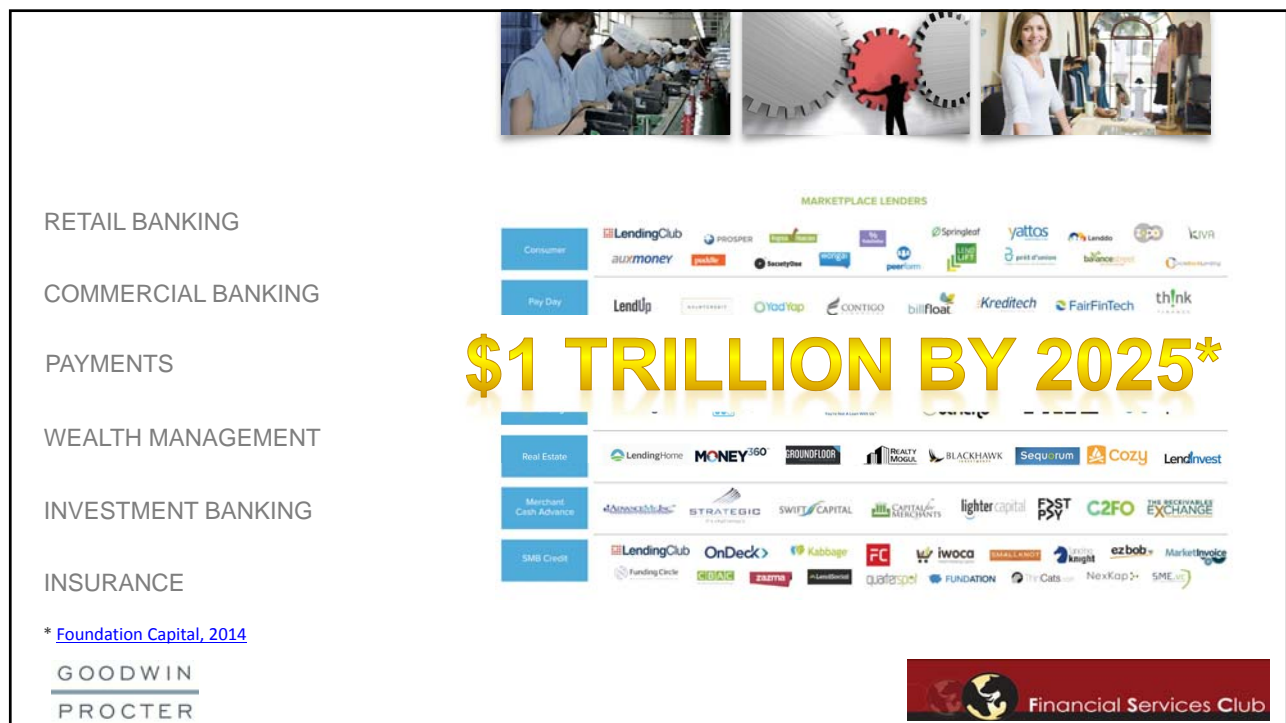
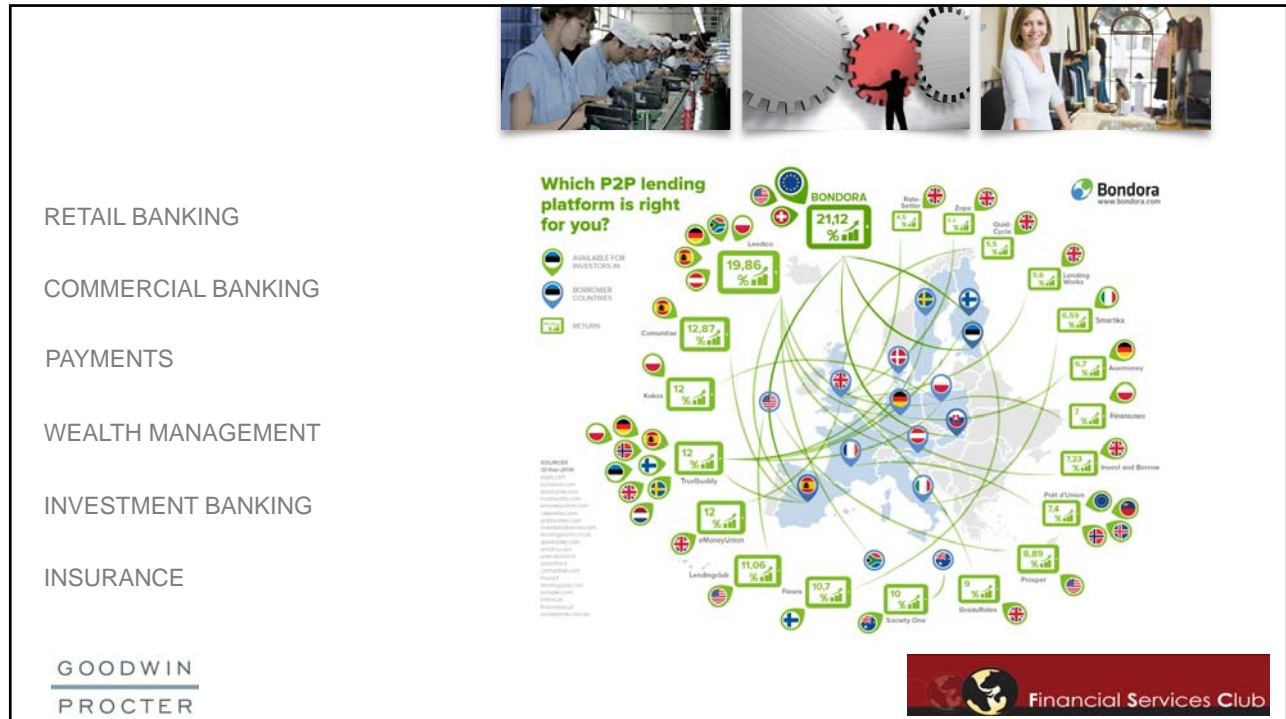
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- Opportunity
- Threat







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Ksh 2 billion per day (\$20 million)

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*"I am optimistic enough to make a prediction. By 2035, there will be almost no poor countries left in the world."*

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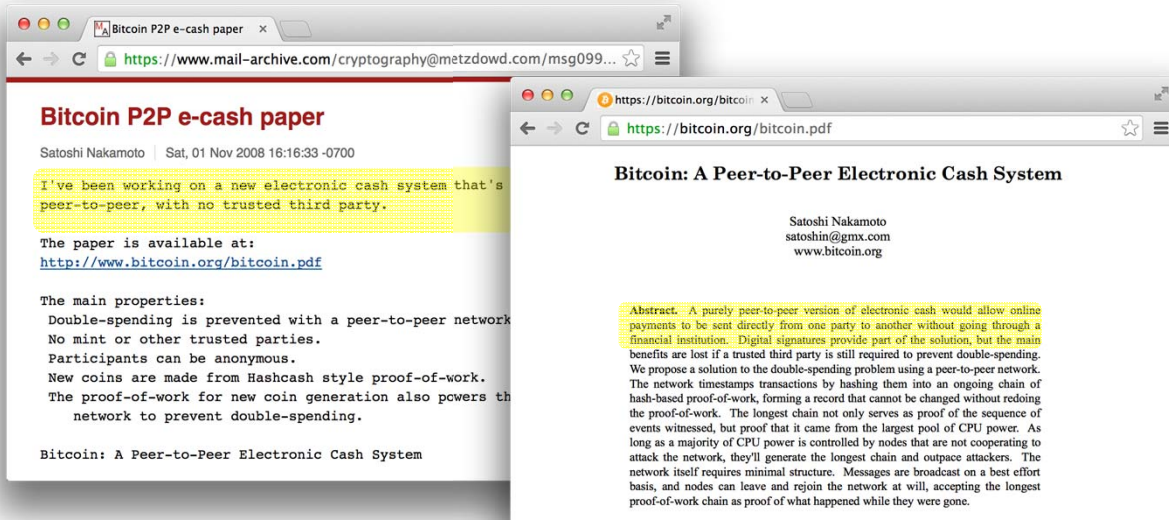
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# BITCOIN WEDDING: MARRIAGE ON THE BLOCKCHAIN

Taylor Tyler

Bitcoin Events, Bitcoin Politics, News

Updated: September 24, 2014 at 9:31 am CET.

41  
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Just last month CCN reported on the first ever Bitcoin wedding ring, which exists in the form of a wearable QR code, and now, one couple plans to become the first to use the Bitcoin block chain itself to register their marriage, where it will remain publicly visible for the life of the internet.


In what is being dubbed a “Block chain Marriage,” the wedding is taking place on Oct. 5 at the Disney World Coins in the Kingdom Bitcoin Conference, and is being performed during the Bitnation panel. Bitnation is a virtual nation of sorts, offering governance services via the Bitcoin block chain.



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2014 investment in Bitcoin startups: USD\$300 million (est)

3x more than the \$100m VCs invested in 2013.



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“ The blockchain greatly reduces the need for third-party payments processors .... It eliminates the possibility of credit card fraud. It creates new possibilities for micro-payments. ”

Reid Hoffman  
<https://www.linkedin.com/pulse/article/20141117154558-1213-the-future-of-the-bitcoin-ecosystem-and-trustless-trust-why-i-invested-in-blockstream>

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“

The potential for a global transformation in payments powered by Bitcoin is very exciting

”

Sir Richard Branson

<http://www.telegraph.co.uk/finance/currency/11148160/Bring-on-Bitcoin-why-Richard-Branson-and-Bill-Gates-support-the-currency.html>

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“

I am dying to fund a disruptive bank.

”

Mark Andreessen

<https://twitter.com/pmarca/status/432651247909208064>

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from Physical to Digital

(5 more minutes)

from Channel to Access

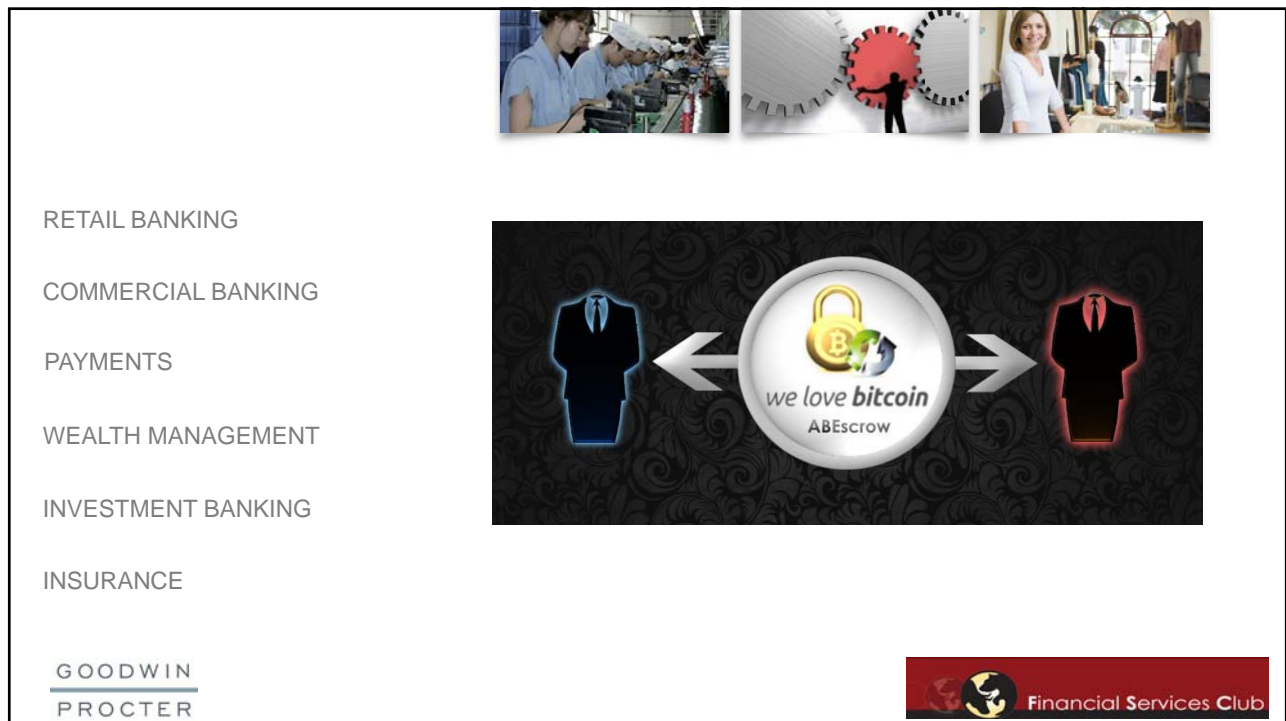
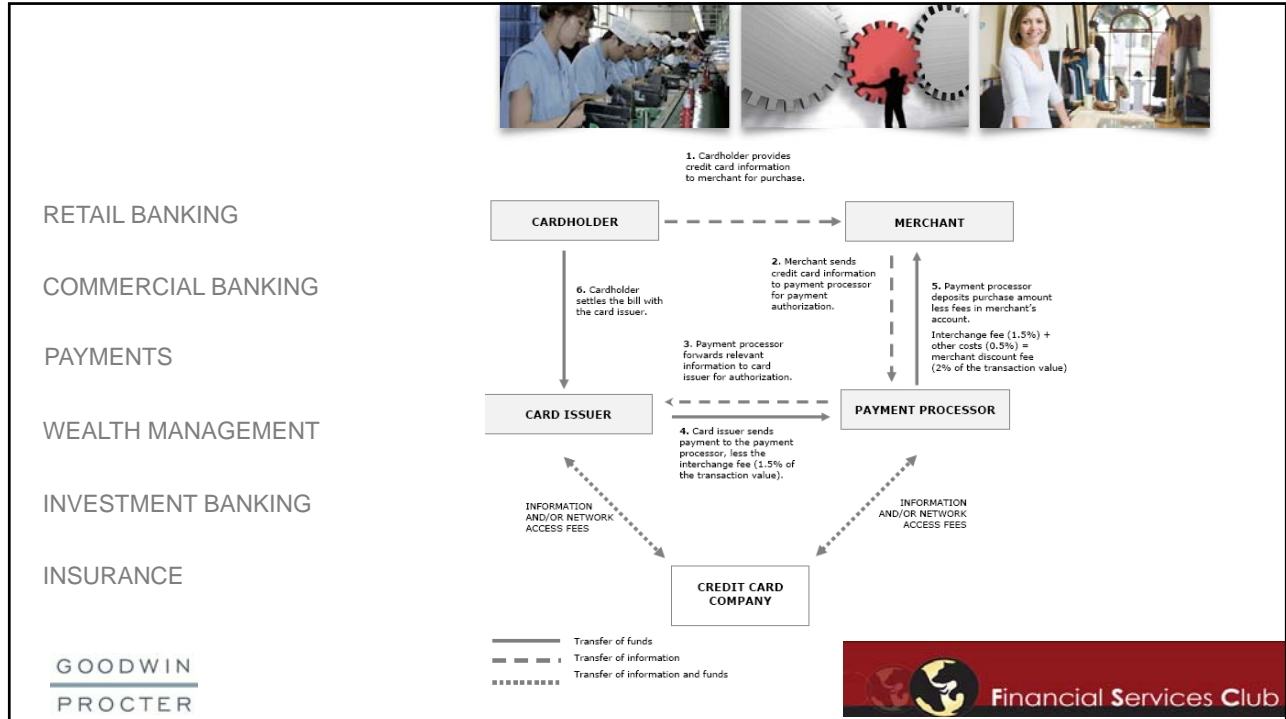
(5-10 mins)

from Product to Customer


(5-10 mins)

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WEALTH MANAGEMENT

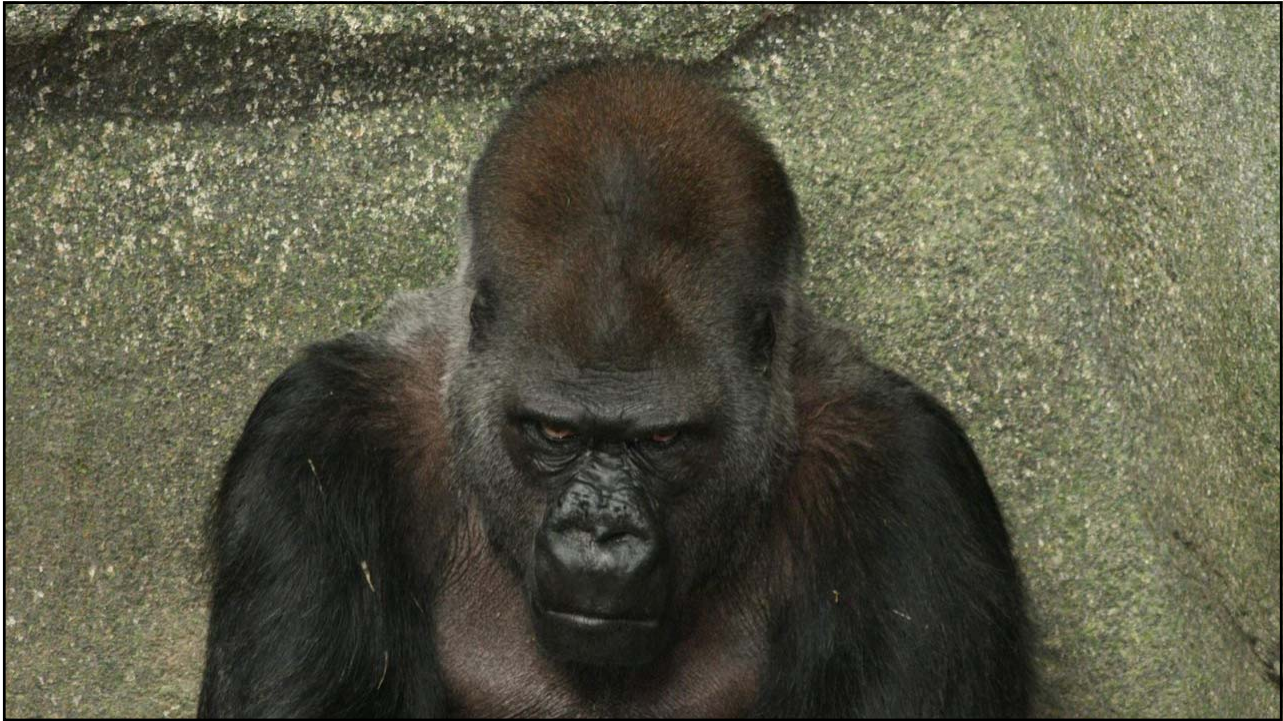
INVESTMENT BANKING

INSURANCE

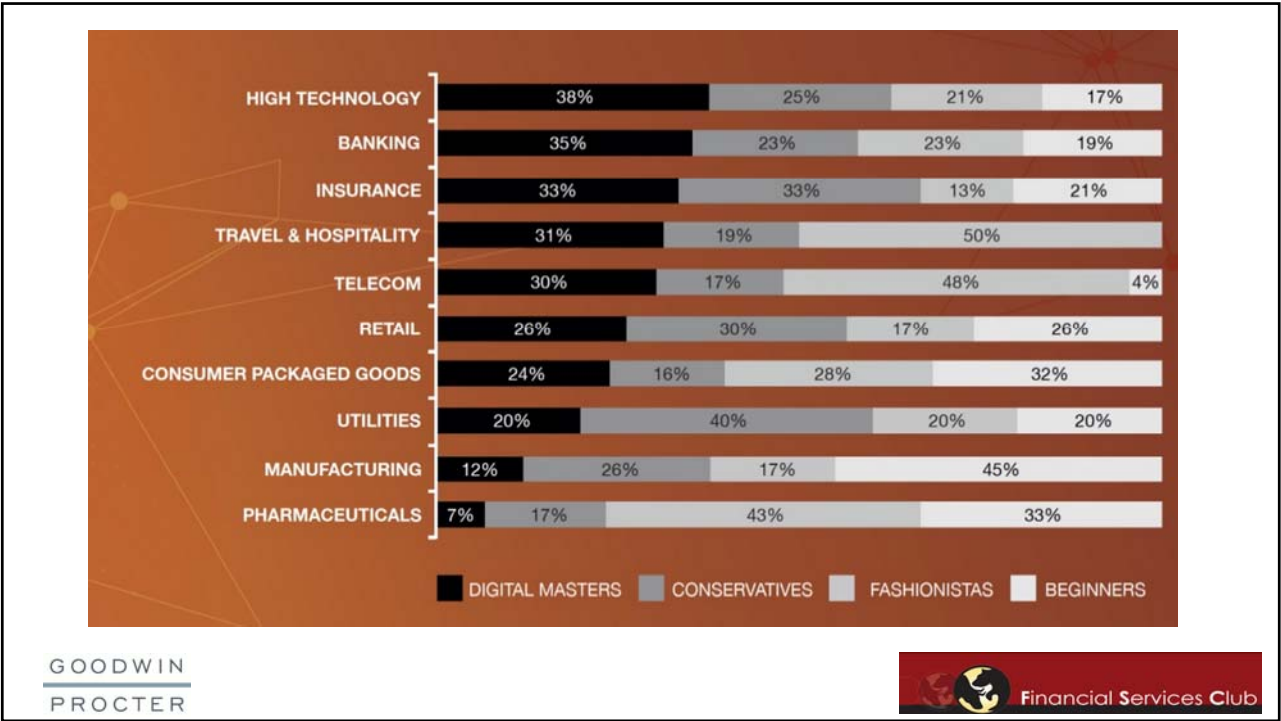


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smartypig

Settings

Hey Michael!

Goals

Current Funds: \$10,754.24

Cash Rewards Card

Current Balance: \$88.40

Reward Card Offers

Earn up to 10% cash back.

Friends

You have 51 friends.

Messages

You have 2 unread messages.

Goal

Goal Details

SAVED

\$650.65

GOAL

\$3,000.00

21%

MacBook Pro

CATEGORY

Electronics

FUNDING SOURCE

iWish

from FICICI Bank

The wish fulfilling deposit

When you make a wish with iWish, your friend could be your genie!

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Santander

Business Banking: Start-up Loans Company

Did Start Up Loans Company help you launch your business? If so, we can help you reach the next level.

We've teamed up with Start Up Loans Company to offer **second stage funding** available to lend to help businesses like yours grow and you will also have a business account which offers 2 years free business banking.

Funding Circle

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Funding Circle & Santander announce partnership to support thousands of UK businesses

START UP LOANS

Loans | Mentoring | Support

A government funded scheme to provide loans and mentors for entrepreneurs

Get Started

Supporting you in the early stages of your business development, giving you the tools and knowledge to make your business thrive.

Money Lent 298,276,199 Businesses Backed 19,605

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Revolution has created a truly award winning social enterprise

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from Physical to Digital

= component-based finance

from Channel to Access

from Product to Customer

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from Physical to Digital

= component-based finance

from Channel to Access

from Product to Customer

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## The old channel thing ...



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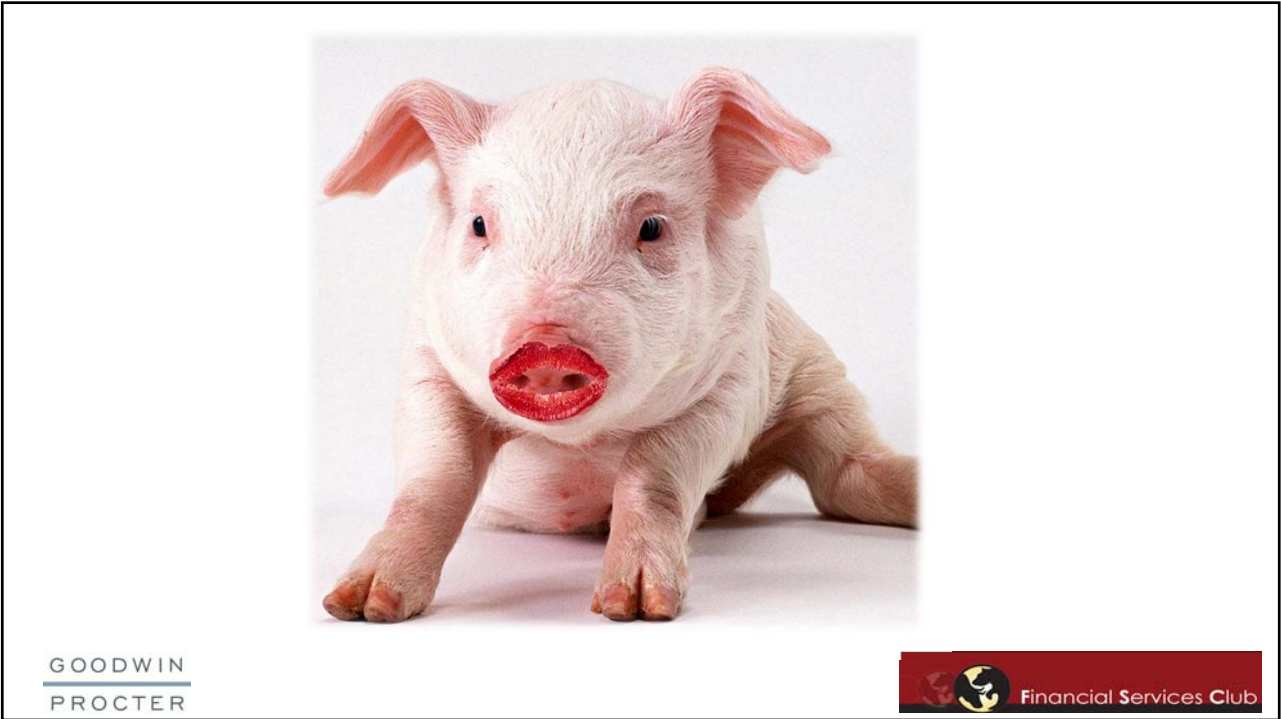
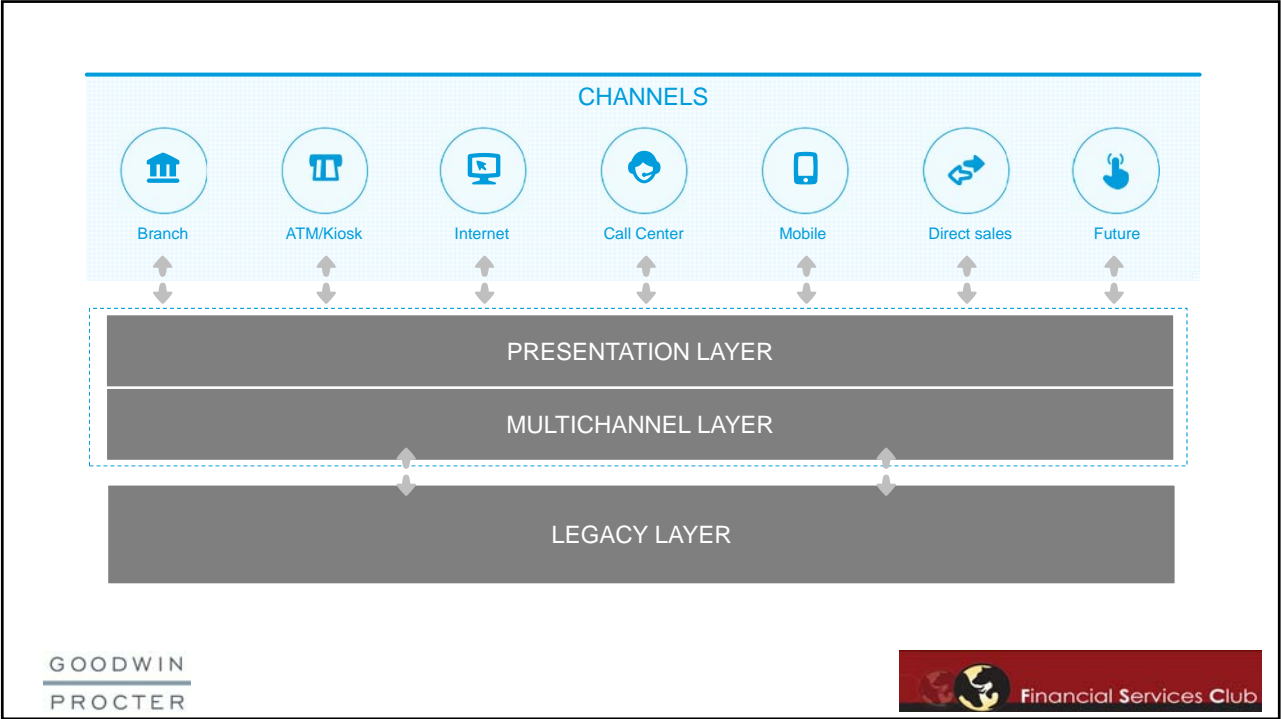
## Augmented digital has no channels

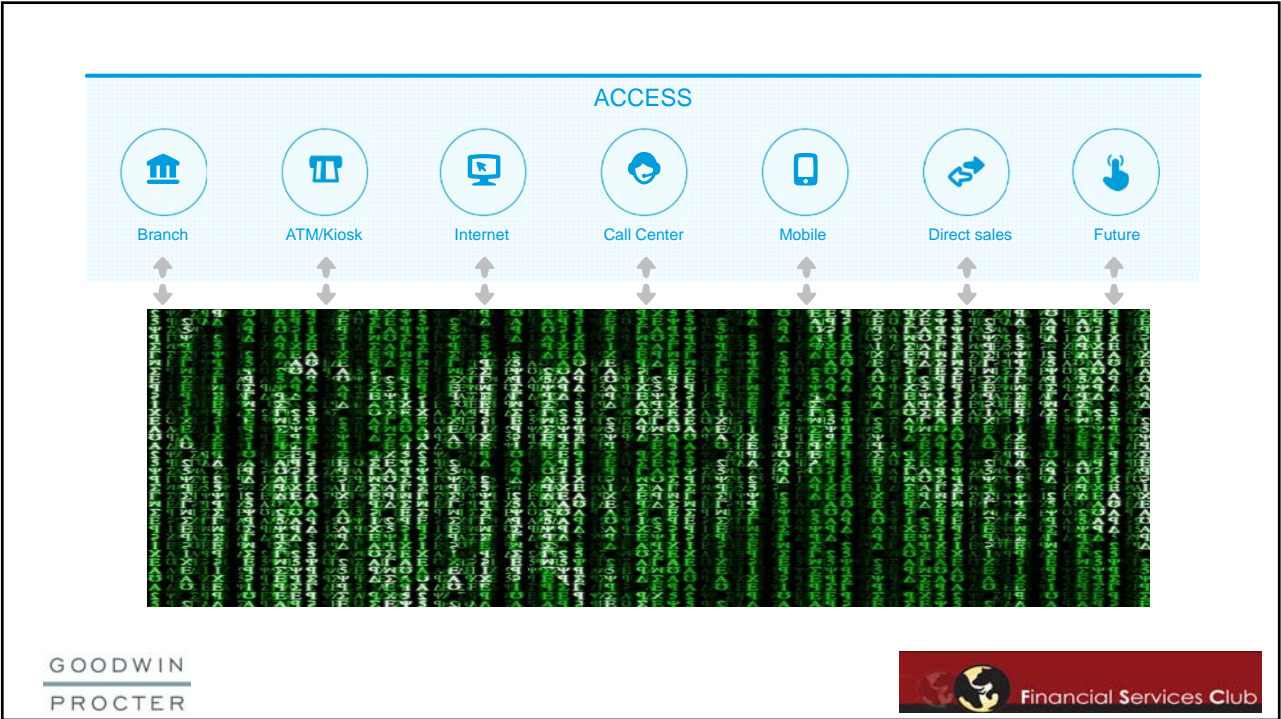
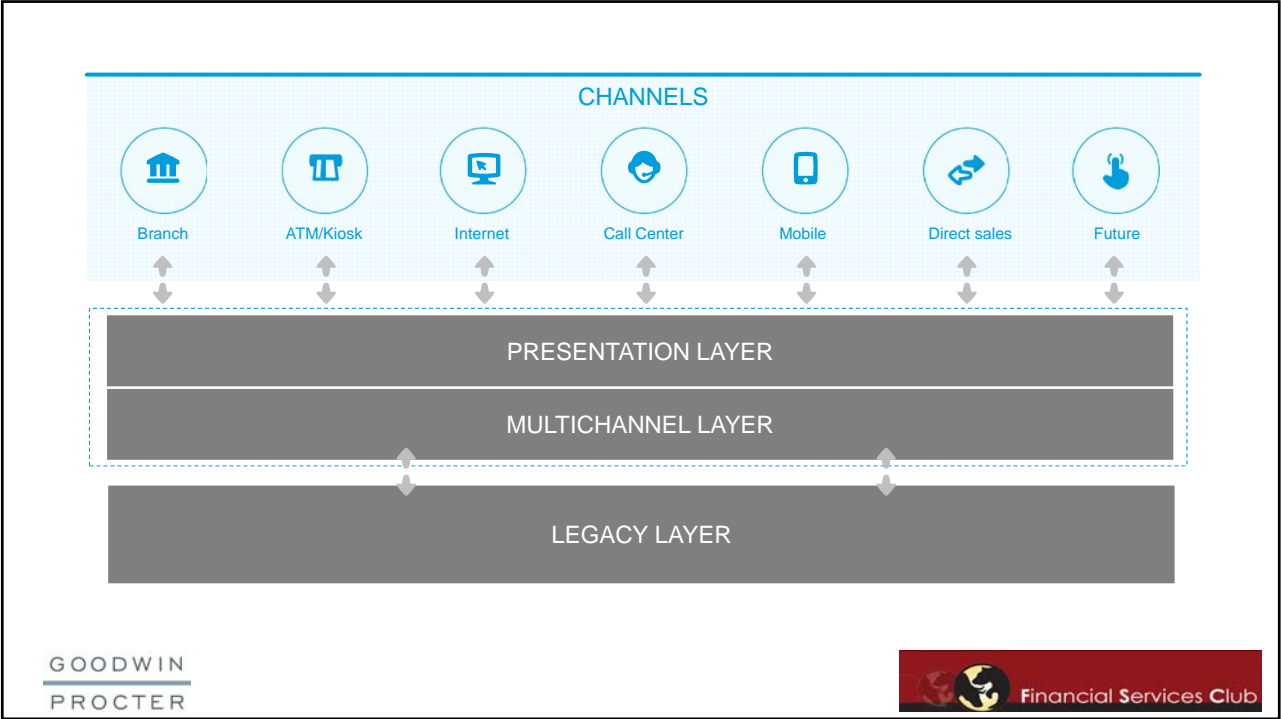


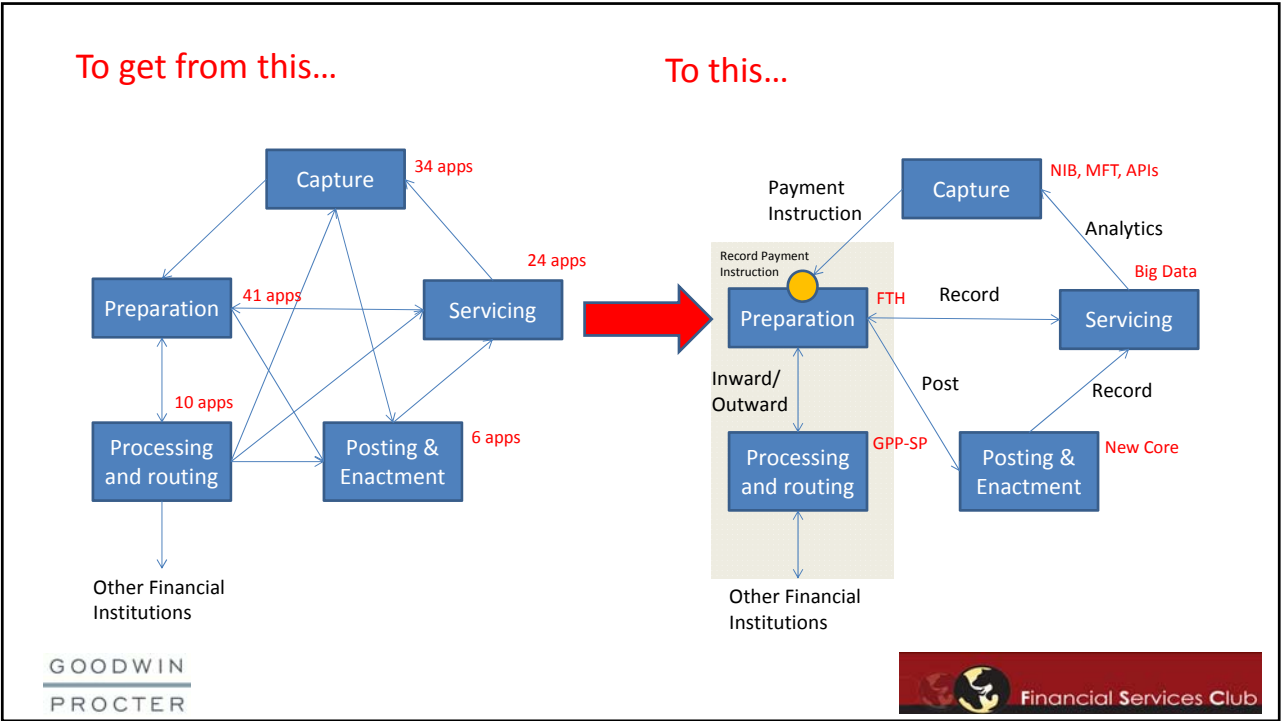
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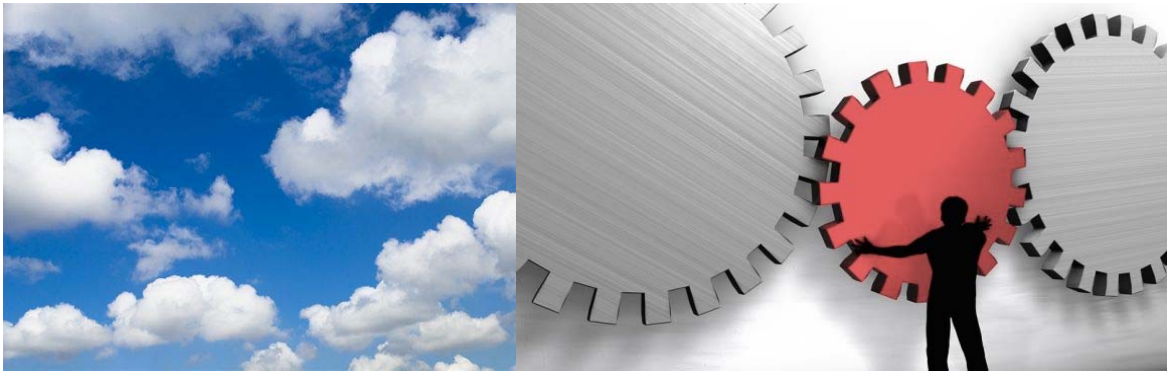








**Separate content (data) from processing (servers)**



from Physical to Digital

= component-based finance

from Channel to Access

= rearchitect the core

from Product to Customer

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from Physical to Digital

= component-based finance

from Channel to Access

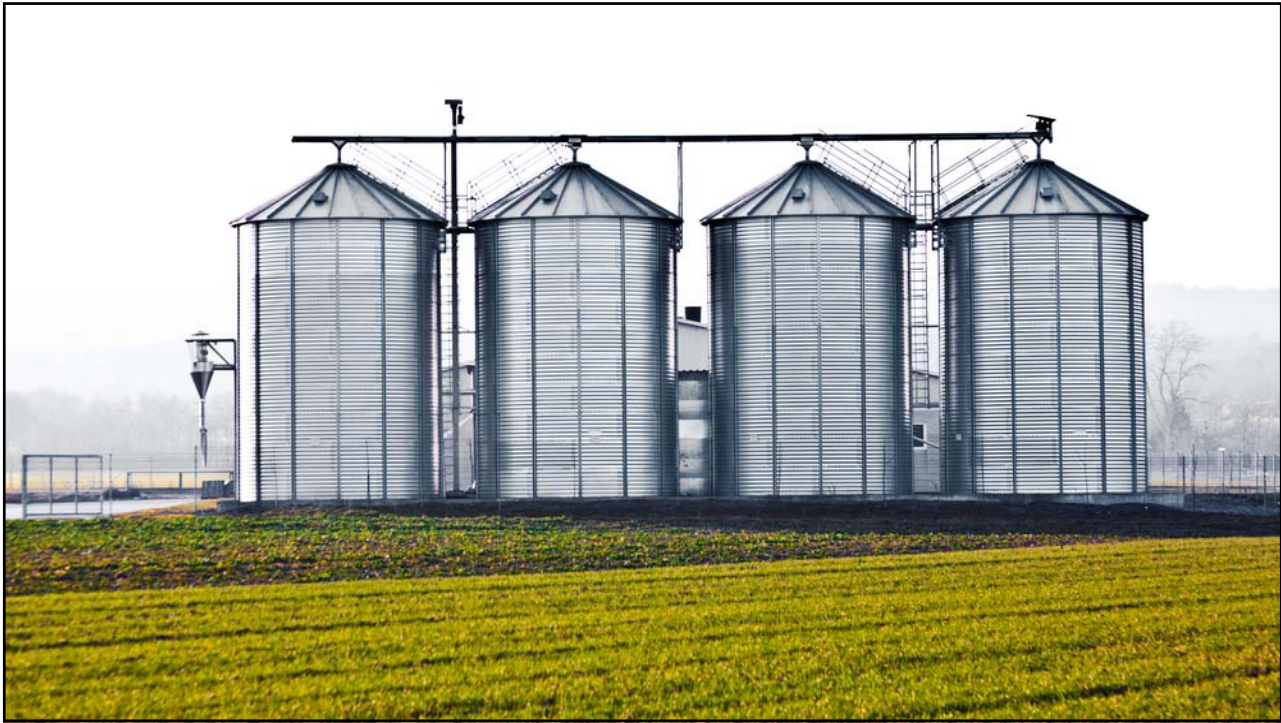
= rearchitect the core

from Product to Customer

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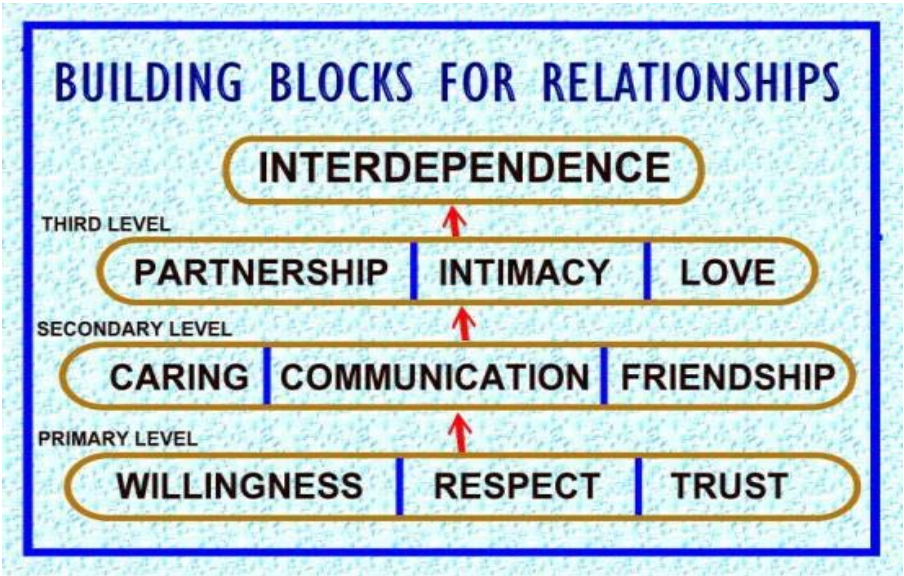


- RETAIL BANKING
- COMMERCIAL BANKING
- PAYMENTS
- WEALTH MANAGEMENT
- INVESTMENT BANKING
- INSURANCE

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McKinsey&Company





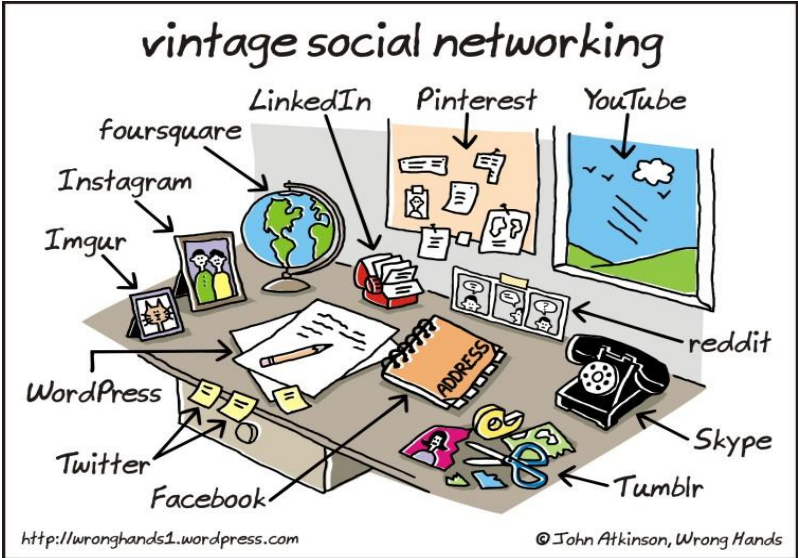
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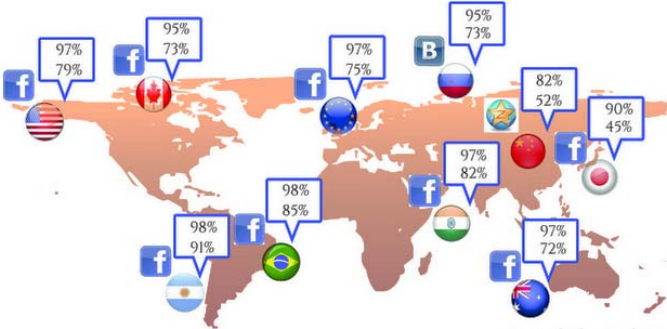
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**Commerce**  
**Trade**  
**Profit**  
**Selfish**  
**Global**

**Worth**  
**Community**  
**Talk**  
**Profile**  
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AWARENESS, PENETRATION & AVERAGE NUMBER OF NETWORK MEMBERSHIP




Aware of at least 1 of network  
Member of at least 1 of network  
The most popular network for country

<b>AWARENESS OF SOCIAL NETWORK</b>	<b>f</b> 98%	 MEMBERS AT LEAST 1 OF SOCIAL MEDIA
<b>1.5BILLION</b>	<b>t</b> 80%	
	<b>+</b> 70%	

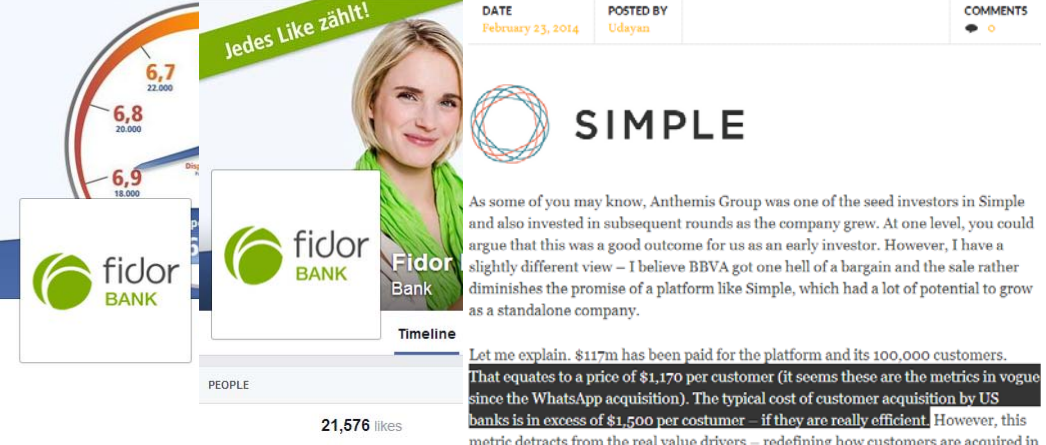
MORE THAN **200** SOCIAL NETWORKS





You need to be social because that's where your customer is ...





DATE: February 23, 2014  
POSTED BY: Udayan  
COMMENTS: 0

**Jedes Like zählt!**

**fidor BANK**

As some of you may know, Anthemis Group was one of the seed investors in Simple and also invested in subsequent rounds as the company grew. At one level, you could argue that this was a good outcome for us as an early investor. However, I have a slightly different view – I believe BBVA got one hell of a bargain and the sale rather diminishes the promise of a platform like Simple, which had a lot of potential to grow as a standalone company.

Timeline

Let me explain. \$117m has been paid for the platform and its 100,000 customers. That equates to a price of \$1,170 per customer (it seems these are the metrics in vogue since the WhatsApp acquisition). The typical cost of customer acquisition by US banks is in excess of \$1,500 per customer – if they are really efficient. However, this metric detracts from the real value drivers – redefining how customers are acquired in

21,576 likes

Average Facebook user has 338 friends\*  
2,000 Likes = 676,000 Views

Average cost to gain a registration: €1.33  
Average cost to gain a fully KYC processed customer: €16.70

\* Pew Research

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from Physical to Digital  
= component-based finance

from Channel to Access  
= rearchitect the core

from Product to Customer  
= build communities

# How to do this?

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**Amazon Best Sellers**  
For most popular products based on sales. Updated hourly.

Any Department

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- Computers & Technology
- Business & Management
- Biographies
- Careers
- Culture
- Digital Law
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- Manager's Guides to Computing
- Microsoft Project
- Outsourcing
- Finance
- Project Management
- SharePoint
- Social Media for Business
- Technical Support
- Telecommuting
- Web Marketing
- Windows Server

**Best Sellers in Digital Law**

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Chris Skinner  
Paperback  
\$23.95  
47 used & new from \$20.77
- 2. THE FUTURE OF LAW**  
The Future of Law  
Hardcover, Software  
By David M. Walker  
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