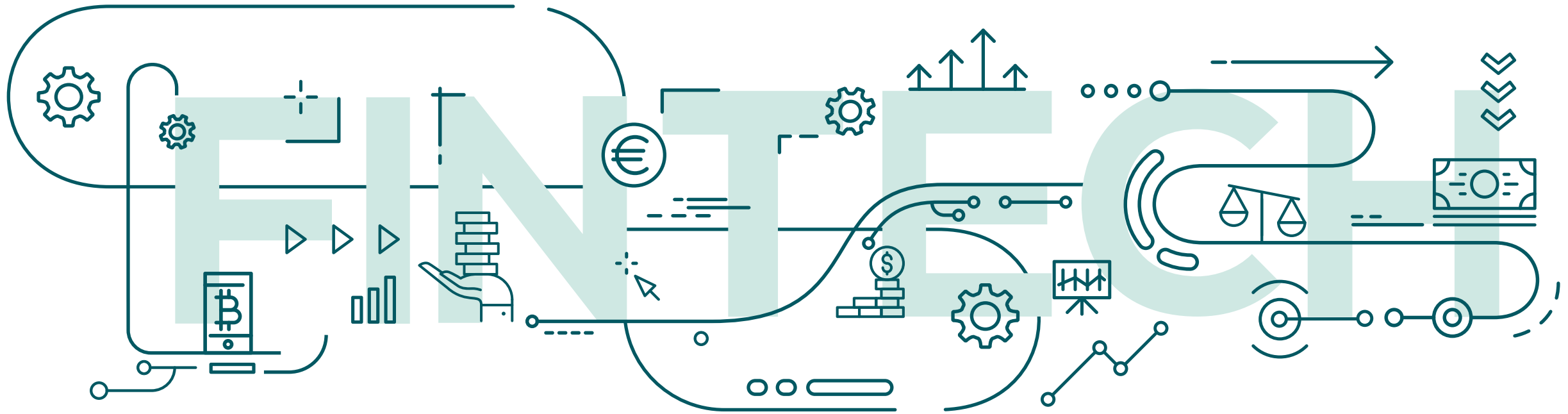


TBY SPECIAL REPORT



FINTECH—OR FINANCIAL TECHNOLOGY—is a trend changing practically everything about the way the world acts, interacts, and transacts financially.

An explosive growth in innovation in the financial sector can be attributed to many factors, among these the global financial crisis of 2008 and the forced rebuilding of the world's banking structures in its aftermath. That isn't to mention the internet—or more specifically mobile—revolution.

Figures from Statistica predict that, by 2020, there will be 2.87 billion smartphone users globally, constituting 36% of the predicted population.

With barrier to entry radically lowered—indeed, many now hold the key to financial inclusion in the palm of their hands—it appears that fintech is democratizing money management, and opening up the floor to more and more entrants in emerging economies specifically.

We are already flooded with information about the latest financial apps or the booming value of fintech unicorns, but we may find that there is an uneven spread of data, with many markets, regardless of respective fintech uptake, failing to make the headlines.

TBY brings you a spotlight report focusing on some of those underreported markets. We reveal trends by reflecting on the commonalities and differences across regions in order to understand the bigger picture of why and how fintechs are becoming successful in emerging markets.

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YPO

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Techfoliance is a global provider of fintech insights and analysis. Techfoliance acts as the knowledge arm of INVYQ, a SaaS company that uses big data and Natural Language Processing (NLP) to help financial institutions see tomorrow's opportunities in fintech.

MAPLINE 2015 - 18

USA
2017

WORLDREMIT
PEOPLE – MIGRANTS

Bring on the money transfer revolution: in the last year **the world's largest digital money transfer platform, WorldRemit, has announced staggering figures that are making fintechs and non-fintechs alike sit up and listen.** Its US revenue, 10% of its total business, is growing by 250% each year, while mobile-to-mobile transfers in general in the US are growing by more than 400%. According to the sector leader, US migrants send almost twice the amount spent by the government on international development, indicating the serious underlying potential in this target market.

IRELAND
2015

IRISHCOIN
SOLUTIONS – CRYPTOCURRENCIES

These days, cryptocurrencies are fairly ubiquitous, but flash back four years and Bitcoin and its brothers were newly emerging on the financial scene. **The Irish government was one of the front-runners to catch on to the potentials of e-currencies, implementing Irishcoin, a virtual currency for use in the tourism industry.** In addition to facilitating overseas payments from tourists, and recording department transactions, Irishcoin lent itself perfectly to publicity stunts: in 2015 the first ever pint of Guinness in history was bought with crypto.

UAE
2018

**MENA ASIA UNLOCK
BLOCKCHAIN FORUM**
SOLUTIONS – BLOCKCHAIN

At the beginning of this year **Dubai hosted the world's first-ever conference joining two of the most strategic regions for fintech growth: the Middle East and Asia.** 400 attendees from both continents gathered to discuss how blockchain can be used in partnership with public and private sectors to safeguard sustainable economic growth in an era of decentralization. With Dubai and its smart city initiatives taking the lead, the forum is generating healthy competition, putting pressure on other neighboring administrations to up their blockchain game, generating opportunities, and encouraging innovative thinking.

RUSSIA
2018

INSURTECH LAB
PROBLEMS – INSURANCE PENETRATION

With fintech solutions blossoming healthily across the country, Russia is now turning its attention to insurtech, until recently an overlooked sub-sector of the spectrum. The Moscow headquartered Fintech Lab is admitting a handful of promising young insurtech companies to its three-month growth program, in what will be the country's first accelerator combining technology and insurance. With more than half the population tapping into insurtech trends—such as big data analysis, new scoring models, AI, and machine learning—Russian insurance companies are eyeing up potential to boost penetration and sales exponentially.

MEXICO
2018

LEY FINTECH
PROBLEMS – REGULATION

Being pushed through the Senate in 1Q2018 is Mexico's new fintech legislation—Ley Fintech—designed to regulate the sector, eliminate fraud, and supervise the whole ecosyste Lawmakers hope that by doing so many financial services can be formalized, bringing in revenue to the banking system, but also enabling many more Mexican businesses, start-ups, and individuals to enjoy a piece of the pie.

BRAZIL
2017

SERPRO
SOLUTIONS – GOVTECH

No strangers to salacious societal scandals, Brazilian citizens might be forgiven for assuming corruption to be inseparable from governance. But no longer! **State-run technology company Serpro launched a blockchain platform** in November last year that will securely store hundreds of government documents and transaction records. Particularly, there are hopes Serpro can radicalize an outdated land titling system that has caused massive deforestation in the Amazon.

NIGERIA
2016

SCHOLARX
PROBLEMS – FINANCIAL LITERACY

Nigerian-based fintech ScholarX focuses on education financing to help African students access quality education at home and abroad. Launched in 2016, its mobile app allows students to easily access scholarships that match their desired qualification, in a bid to ensure that 5 million African students in the next five years access quality education worldwide. In October 2017 ScholarX went live with a Crowdfunding platform that allows people from other parts of the globe to financially support Nigerian students.

SOURCE: TECHFOLIANCE

SOUTH AFRICA
2015

THE SUN EXCHANGE
PEOPLE – RURAL COMMUNITIES

Thanks to the blue-sky thinking of The Sun Exchange, hundreds of thousands of people living in Africa have access to clean energy and a brighter future as a result. **The South African fintech enables global investors to pay for solar panels that are leased to African hospitals, factories, and schools, and earn rental income paid in bitcoin or local currency.** CEO Abraham Cambridge told us: "we want to make the deal look attractive enough to encourage customers to take money out of existing fossil fuel investments and put that into solar."

SOURCE: TECHFOLIANCE

SINGAPORE
2015

THE NEW SAVVY
PEOPLE – WOMEN

The New Savvy, a female-centric online financial, investment and career platform, has no small ambitions—to empower 100 million women in Asia to achieve financial happiness. Luckily, thanks to the driving force of its team led by CEO, Anna Vanessa Haotanto, and thanks to its readymade majority "minority" audience of half the globe's population, so far The New Savvy is going gang busters. By streamlining information to answer women's questions about financial planning, this media channel is providing a vital service. As of 3Q2017 the platform had 300,000 subscribers.

SOURCE: TECHFOLIANCE



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