

The Story Behind the Swiss Fintech Swiss Finance + Technology Association

We are an independent association
representing all stakeholders neutrally
as the center of gravity in the
Swiss Fintech Ecosystem

@finnovationCH

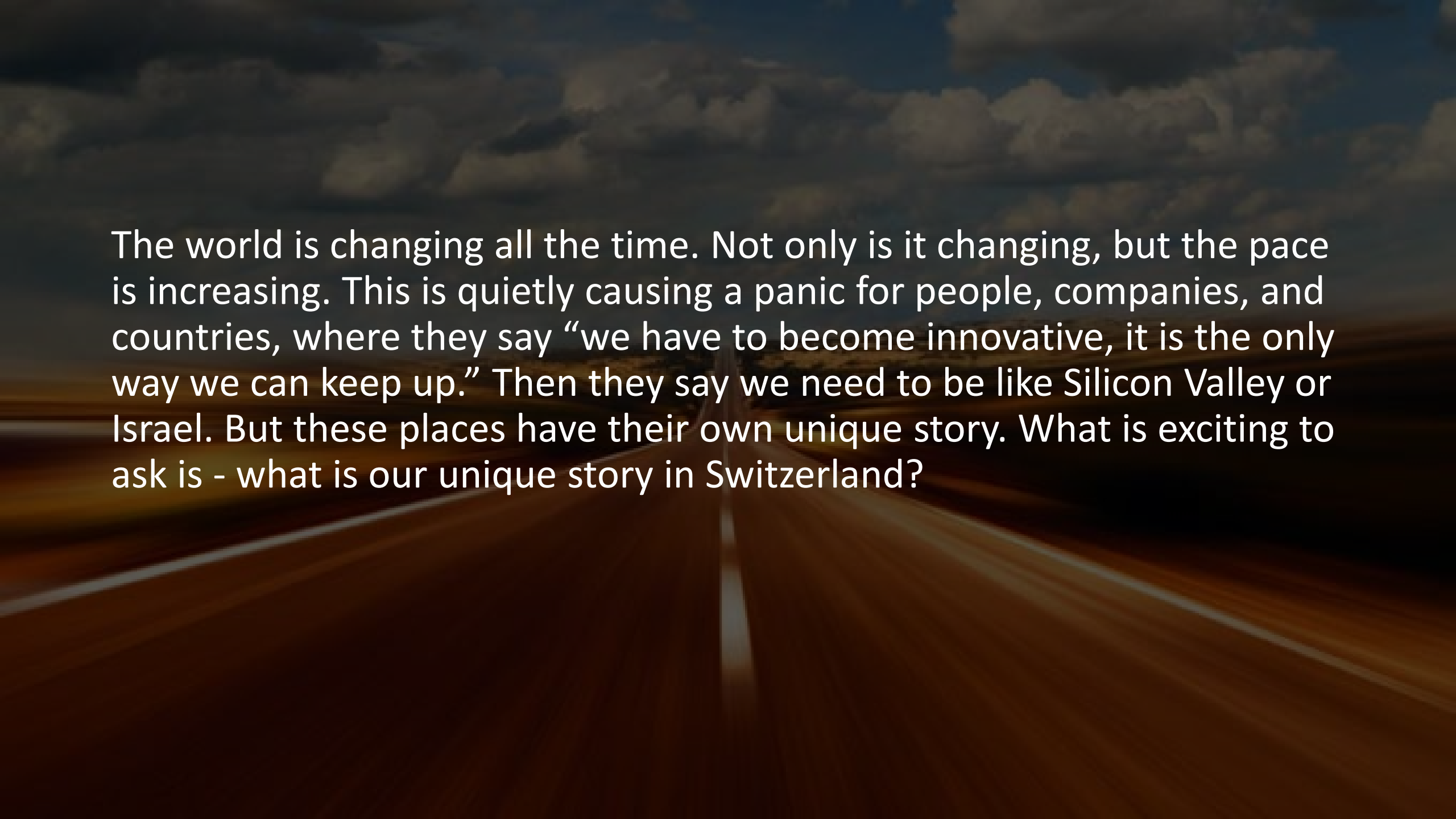
How we use ecosystem thinking to encourage a country which is world famous for its banking traditions to remix them by introducing innovation as a competitive advantage

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Do we really want to recreate Silicon Valley?



The world is changing all the time. Not only is it changing, but the pace is increasing. This is quietly causing a panic for people, companies, and countries, where they say “we have to become innovative, it is the only way we can keep up.” Then they say we need to be like Silicon Valley or Israel. But these places have their own unique story. What is exciting to ask is - what is our unique story in Switzerland?

Swiss Fintech Report 2016

The role of Switzerland as a
fintech hub

3 Years / 625 Members / 10+ Global Hub Partners / 100+ Events





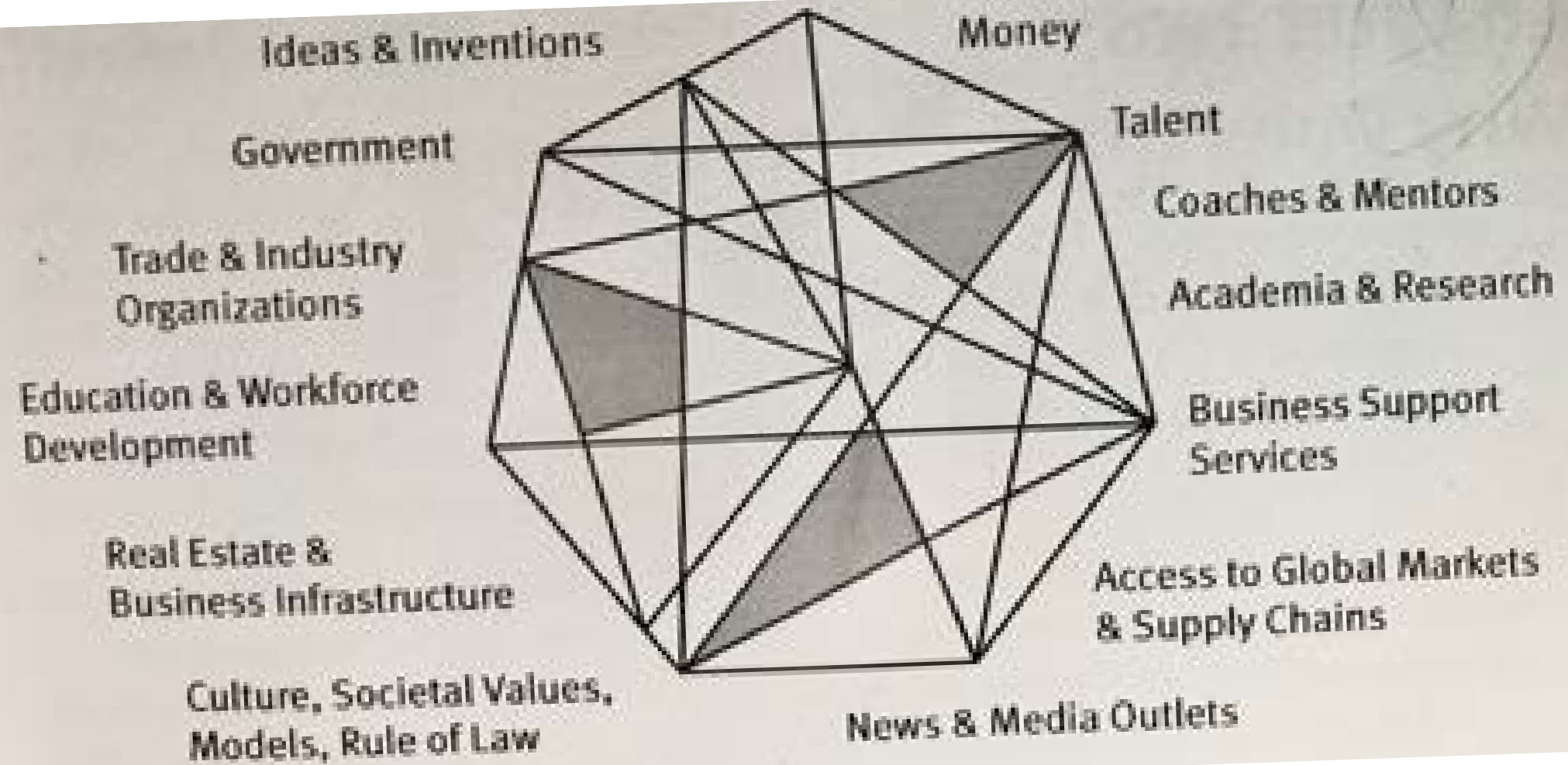












Key question

how to build the startup
ecosystem of the future?

Well, it remains rooted in
nature...



Only 14% of Americans surveyed are very confident that they will have enough money to live through retirement, while over half fear or know they will not.

Only 13% of family business last three generations and a mere 3% make it to the fourth.

The average lifespan of a company listed in the S&P 500 index is now just 15 years, but it was almost 70 a century ago.

In just 150 years since Henry Ford was born, Detroit's skyscrapers soared then crumbled.

My passion is building resilient things; whether in context of an investment portfolio, a family business, a large corporation, or even at national and international levels. While I am a keen reader of economic history, my real focus is on building for the future.



Sustainable vs. Resilient



ECOSYSTEM

Not a biotope, or an “ego” system...





Quick comparison



Israel

- Israel was a startup itself, that become driven by startup activity
- Country of dissatisfied immigrants, their final stop and only refuge
- Surrounded by 5 bigger militaries – had to be smarter, use technology
- Different attitude towards failure – if you don't fail, you don't succeed, limiting downside limits upside
- Chutzpa - Judaism is a faith which is inherently questioning, everyone learns to question the text, leaders, religion, and even God – values of questioning and debating are holy

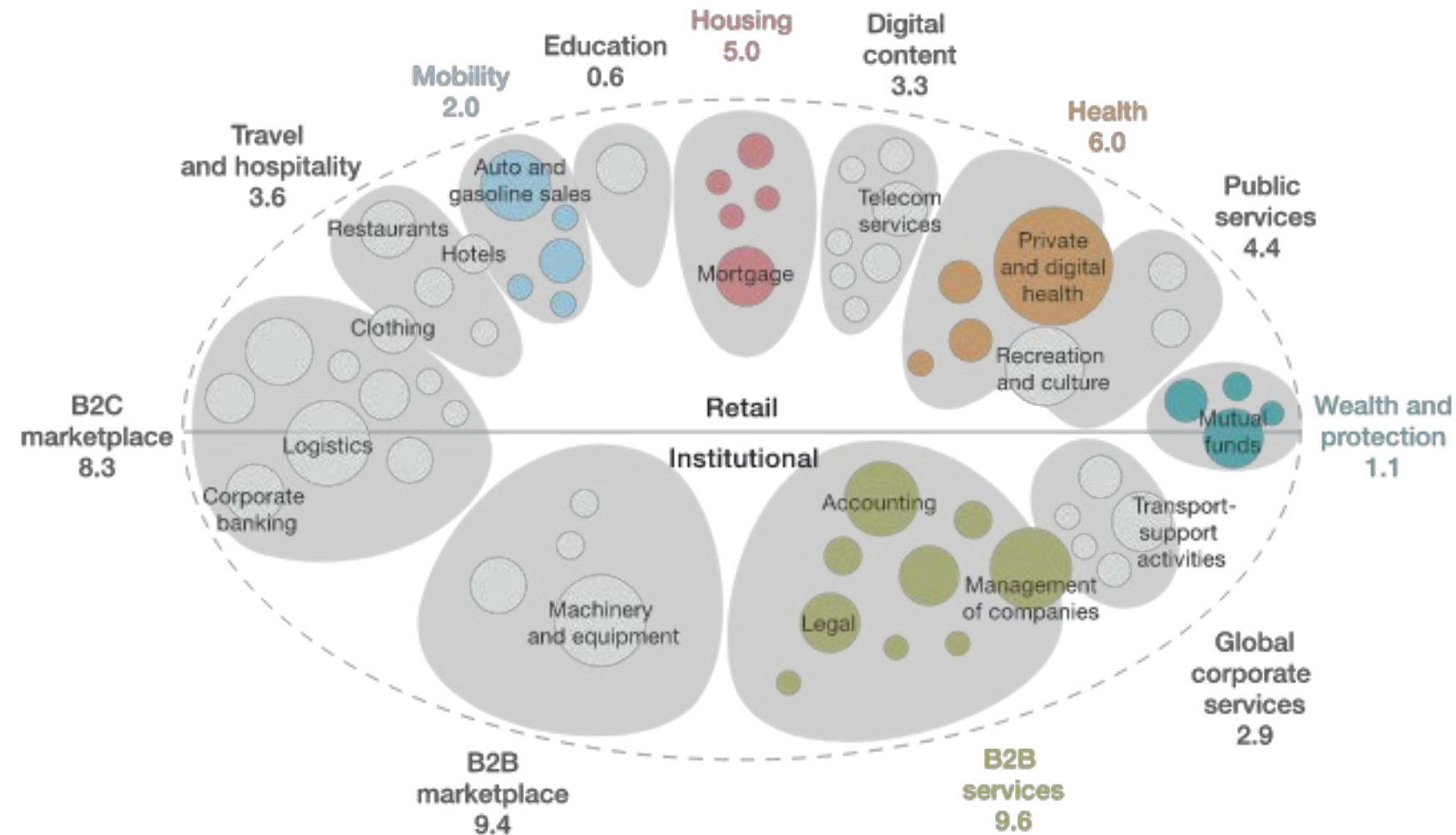


Switzerland

- 800 years of stable tradition
- No Statue of Liberty per se, but a Golden Cage
- At the center of Western Europe honed Switzerland's diplomatic skills
- Strong aversion to failure, hard work and performance over risk taking and big plans
- Consensus - Swiss are raised to find compromise and peace, to avoid confrontation, and most importantly, to respect authority and the system

New ecosystems are likely to emerge in place of many traditional industries by 2025.

Ecosystem illustration, estimated total sales in 2025,¹ \$ trillion



¹Circle sizes show approximate revenue pool sizes. Additional ecosystems are expected to emerge in addition to those depicted; not all industries or subcategories are shown.

Aim big, but start small

Three platforms created in recent years show clear track record progressing towards realizing the untapped potential of Switzerland's FinTech ecosystem and international positioning.



epicntr

The single best point of access to the FINTECH+ ecosystem



Swiss
Finance + Technology
Association
Building an ecosystem

FinteCH Meetup


Prototyping the ecosystem
via a grassroots community



2015 1,000 followers
and hosted 25+
events

2016 10k followers, 600 paying members,
6 board members, 5 staff, 12 volunteers,
and 100k+ revenues support expanding activities

2018 bringing together at least 10 companies to
create over 100 workplaces and the capability to
filter over 2,000 potential innovations each year



Coming September 2018 to Zurich, Switzerland

The destination for innovation and new ventures centred around finance, technology, and sustainability, epicntr is a pioneer of new ecosystem-based models for effective collaborations between companies and across industries.

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Join the Swiss Global Marketplace

1-2 October, 2018 | Zurich, Switzerland

[Agenda](#)[Program Details](#)

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