Swiss Finance + Technology Association

Going Global Survey

Results Presentation

August 2017

Swiss Finance + Technology Association

Executive summary

- The online survey was conducted over 5 day starting on August 14th
- It was sent to 222 contact emails and received 21 complete responses
- Results give a solid basis for analysis of the target audience
- Priority regions: DACH, Western Europe, Nordics, Asia, North America, and Middle East
    - Neutral on NA but very open to ME
- Priority events: London FinTech Week, EU FinTech Awards, Money 20/20, Finovate, Singapore FinTech Festival, blockchains and RegTech
    - Big EU events dominate
- Budget range: 76% say 1,000 – 5,000 CHF, average was 2,500 CHF for registration, booth, marketing costs to attend international event

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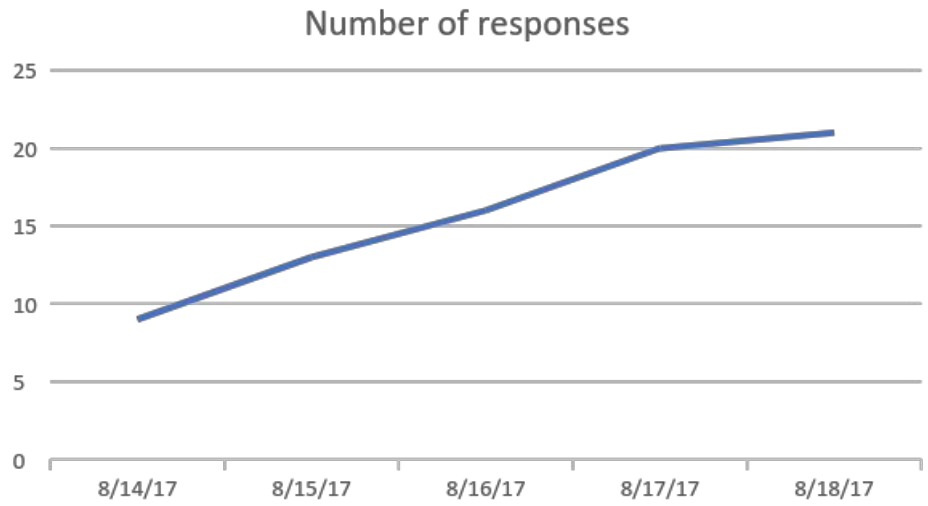
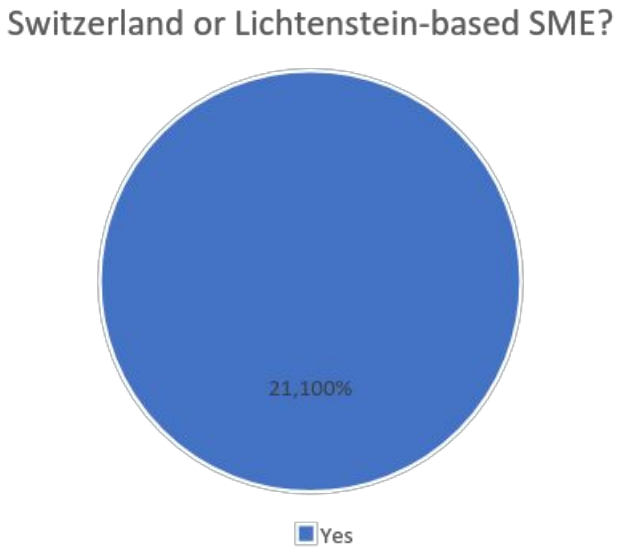
Who participated in the survey?





Respondents

- Investglass
- Appetita
- Riskifier
- Foxstone
- Prodalgo
- B-Sharpe
- SMEX
- Selma
- XMLdation
- Carbon Delta
- Onfintur
- FinTech.li
- Synacts
- SmartValor
- Base58 Capital
- Qumram
- WealthArc
- Aaacell
- WealthInitiative

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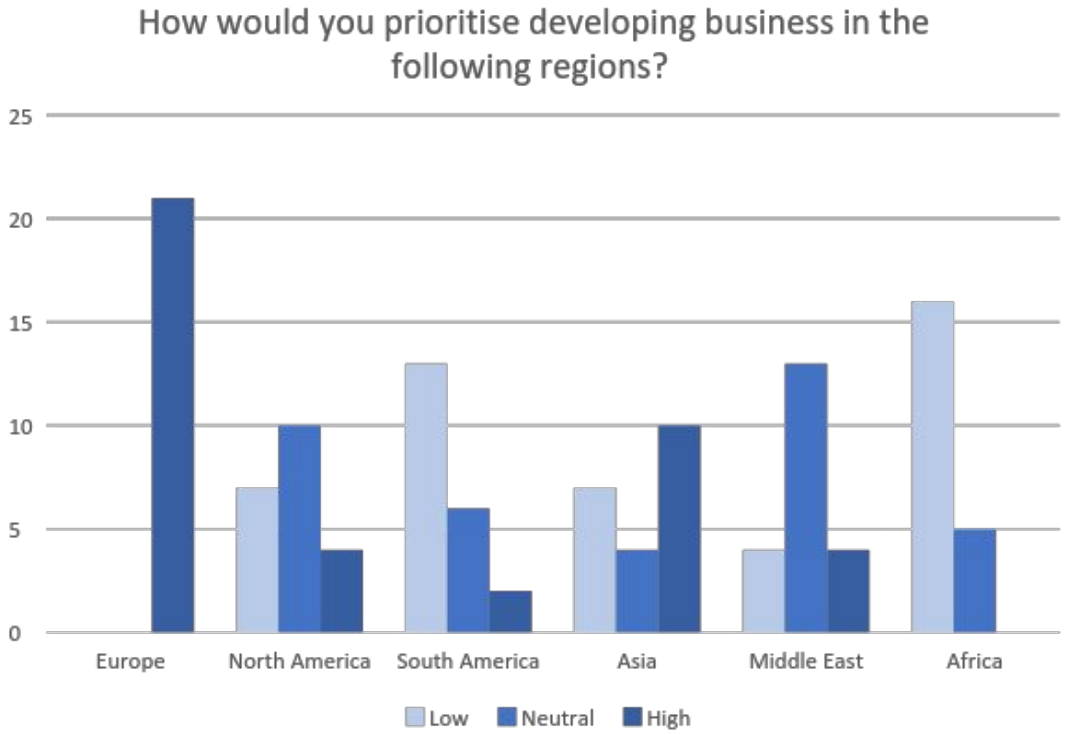
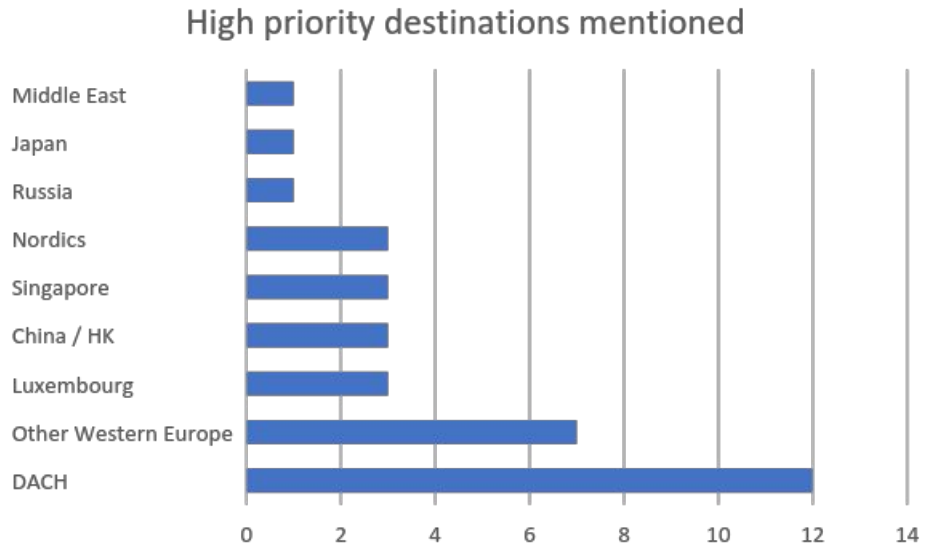
Which destinations are priority?





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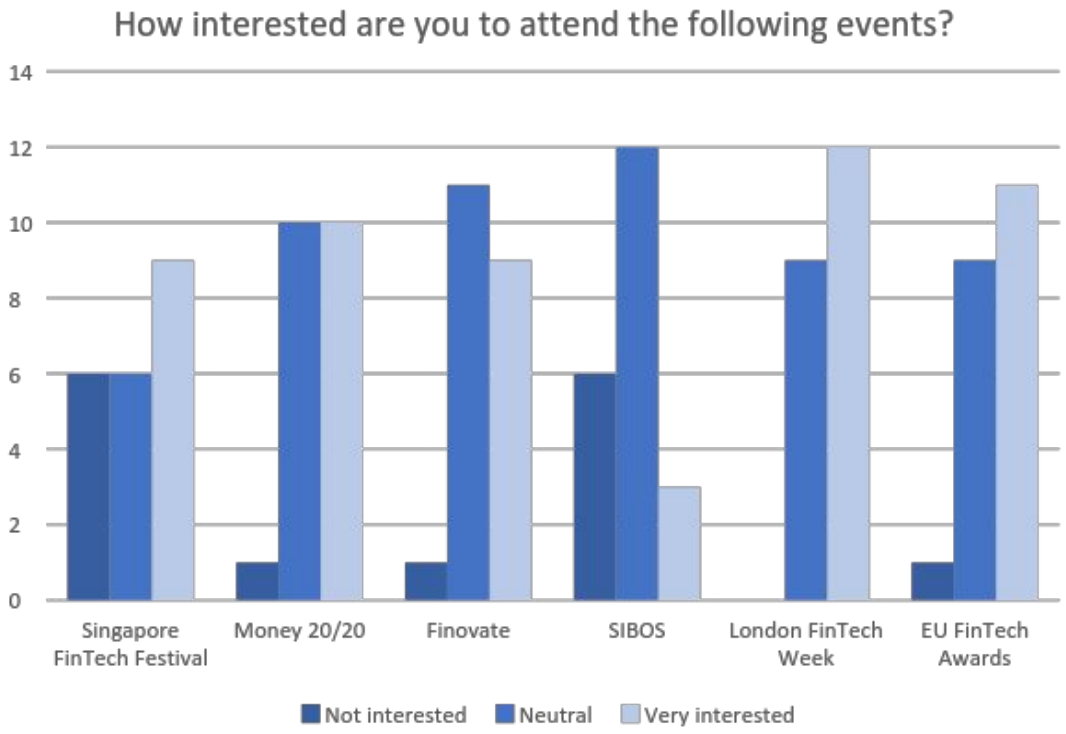
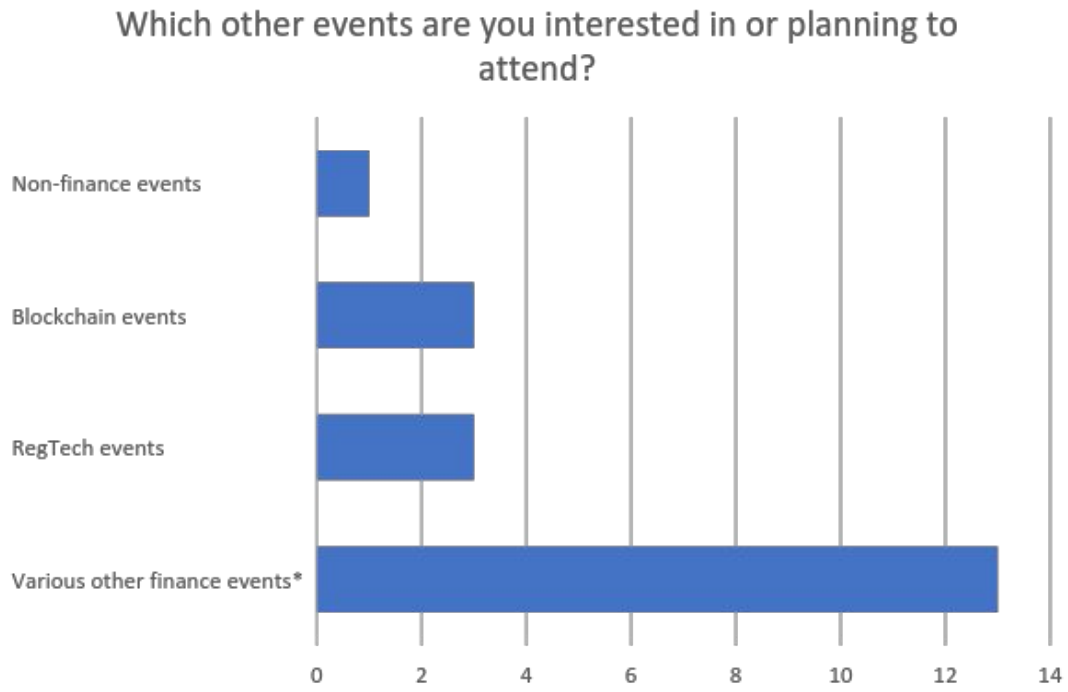
Which events are most interesting?





*WebSummit, Lendit, FinTechConnect, DKF, SLUSH, API Days, DACH Congress, Finanzinformationen, Finanzsymposium

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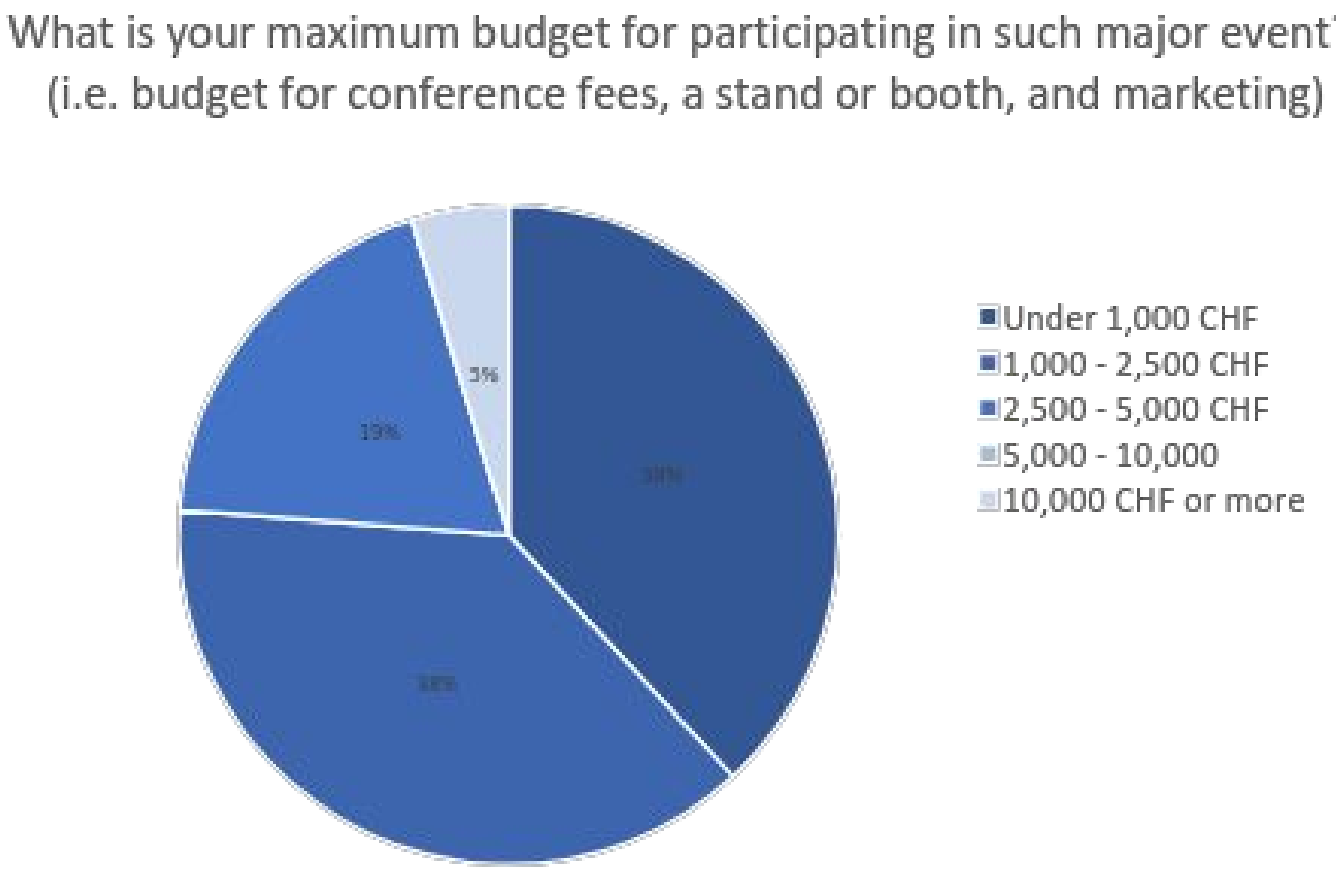
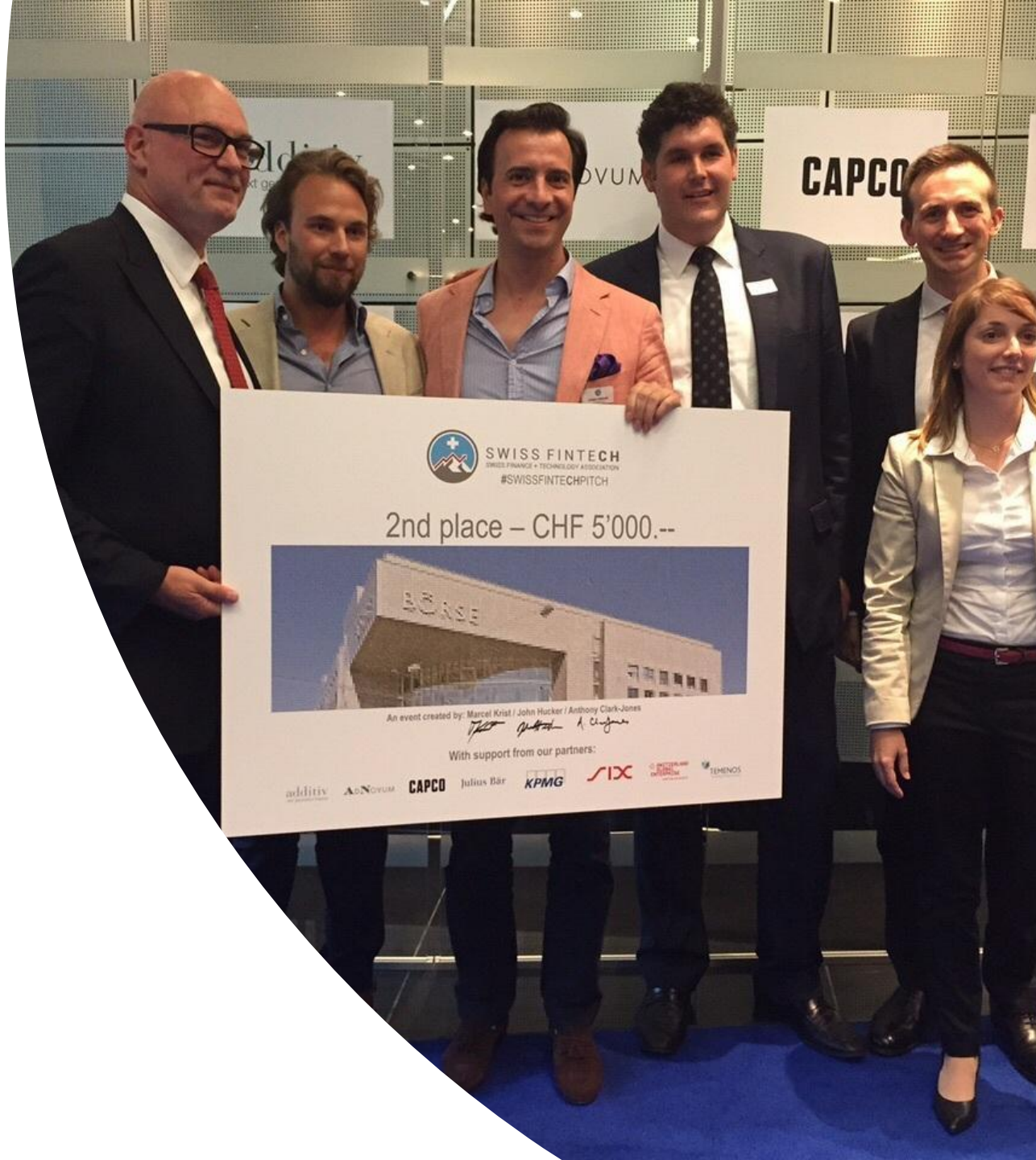
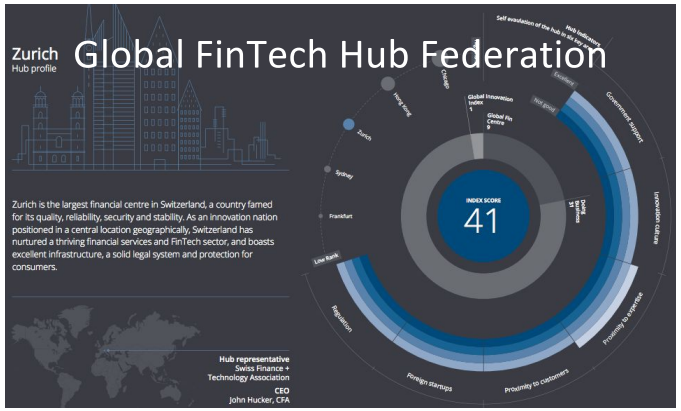
How much can you spend?



What did **Ardian Gjeloshi, Co-founder of crowdhouse.ch**, say about the benefits the Association has to offer you? Find out here



Thank you

“The Going Going program and efforts to foster international opportunities for the Swiss FinTech ecosystem are top among our priorities. This survey will be valuable in encouraging more active, impactful public sector engagement in the development of Swiss FinTech entrepreneurs and investment opportunities in Swiss FinTechs.”

John Hucker, CFA, Swiss Finance + Technology Association