



Swiss Finance +  
Technology Association

# THE ECOSYSTEM



#OKBOOMERS  
LET'S GO!!!



**HAVE A BOLD AMBITION AND FOLLOW IT...**

**"Skate to where the puck is going, not where it has been." Wayne Gretzky**

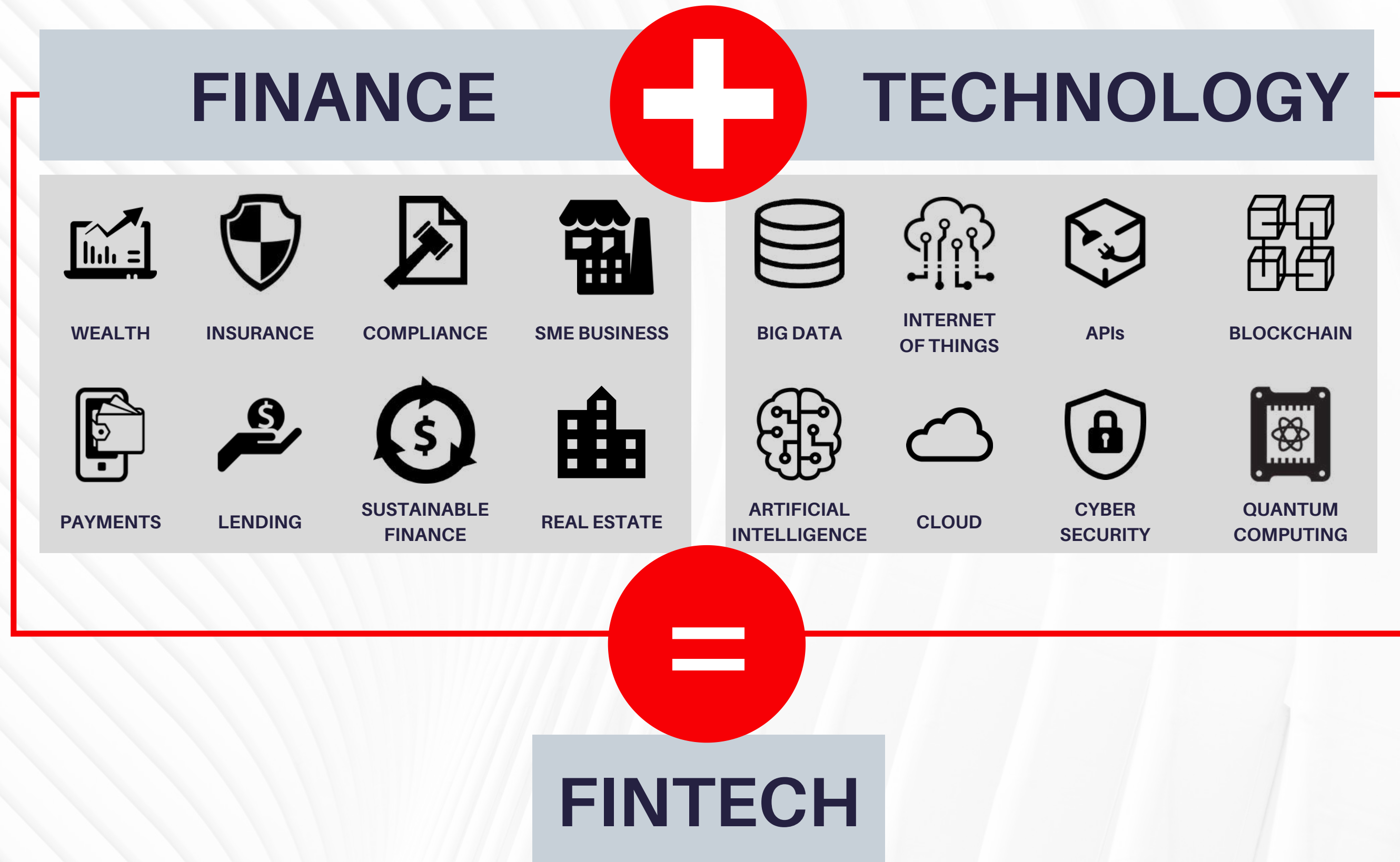
**OUR BOLD AMBITION IS TO FOSTER THE  
DEVELOPMENT OF THE ECOSYSTEM AT THE  
CENTER OF THE DIGITAL ECONOMY**

***JOIN US AT THE SWISS FINANCE + TECHNOLOGY ASSOCIATION***

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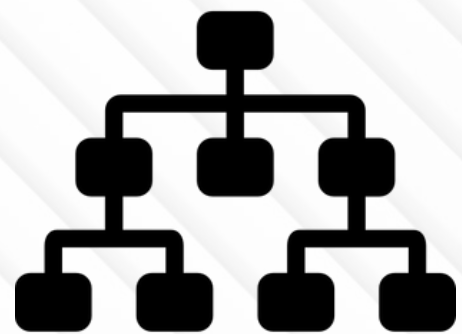
# PUTTING FINTECH IN FOCUS





# WHY AN ECOSYSTEM ASSOCIATION IS NEEDED?

The digital economy demands **new ways of doing business** at all levels



**HIERARCHY**

**Tradition**



## **INDIVIDUALS**

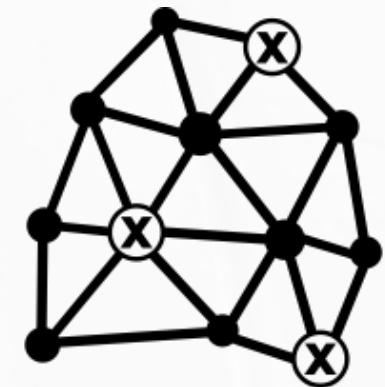
- Work is changing, being threatened
- Need for technological and entrepreneurial skills
- Connected and supported throughout journey

## **ORGANISATIONS**

- Innovators dilemma / funding gap
- Open innovation
- New digital business models

## **SOCIETY**

- Digital infrastructure
- Accelerating pace of change
- New ways to organise activity

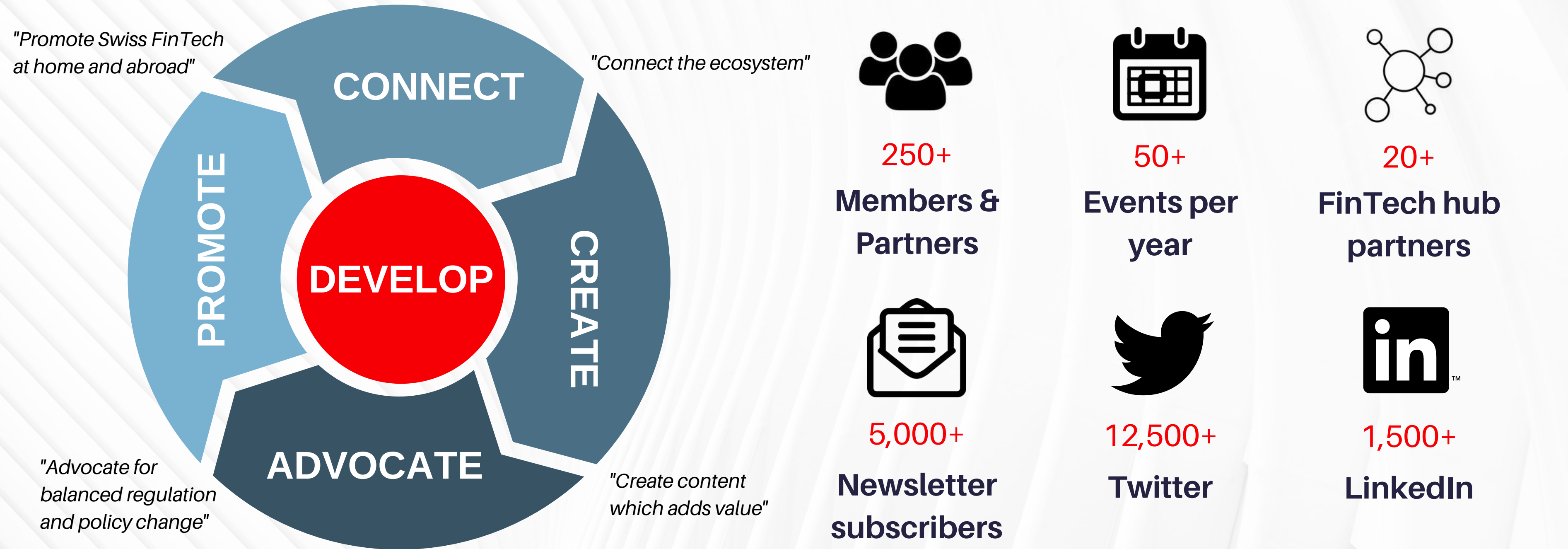


**ECOSYSTEM**

**Innovation**

We serve as a **ecosystem orchestrator**, developing the Swiss FinTech ecosystem

# FOSTERING THE DEVELOPMENT OF THE ECOSYSTEM AT THE CENTER OF THE DIGITAL ECONOMY





# THE ORGANISATION OF THE ASSOCIATION



**Swiss Finance +  
Technology Association**

## INVESTORS

Either directly themselves or  
via an investor network

## STARTUPS

Companies less than five  
years since inception

## INDIVIDUALS

Diverse cross-section of  
those with relevant link

## MEDIA & OTHER

All forms of media  
covering related themes

## SCALEUPS

At least five years since  
inception and growing

## CORPORATES

Well-established  
companies, stable growth

## FOLLOWERS

We offer a range of free,  
open engagement points

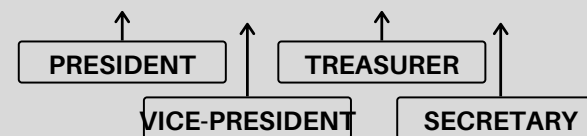
## ACADEMIA

Universities and other  
education providers

## PUBLIC SECTOR

All levels of government,  
regulators, and similar

### MANAGEMENT BOARD



### MANAGEMENT



### COMMITTEES



MEMBERS

MENTORS

AMBASSADORS

EXPERTS

Membership is open by application to organisations and individuals with a relevant link to the FinTech ecosystem, vetted by operations team and reviewed by Management Board each month

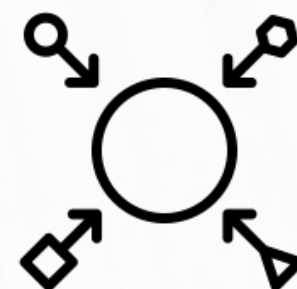
# THE CORE VALUES OF THE ASSOCIATION



Neutrality



Diversity



Inclusivity



Collaboration



Transparency



Integrity



Continuous  
improvement




Innovation



Swiss Finance +  
Technology Association

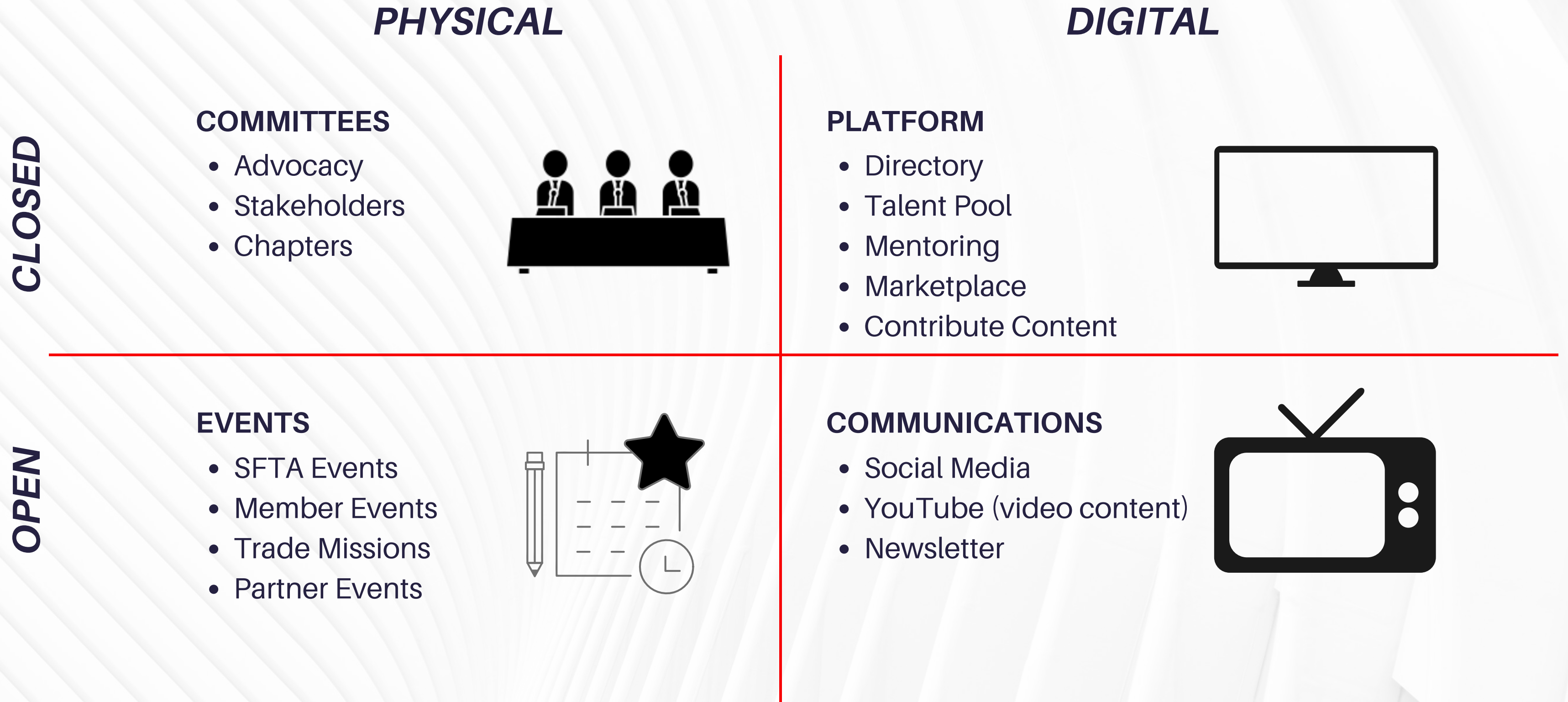


# MILESTONES SINCE INCEPTION

- 
- 2014** ..... FinTech Meetup launches in Zurich
  - 2015** ..... Ecosystem Survey, SFTA formed nation-wide, Ecosystem Directory, Ecosystem Report, Swiss Fintech Pitch, "Why Banks Need FinTech Hubs" @ Sibos in Singapore
  - 2016** ..... Sibos Geneva, Global FinTech Hub Federation, Blockchain Hackathon, Women in FinTech, Residency @ Impact Hub Colab
  - 2017** ..... Swiss Pavilion @ Singapore FinTech Festival
  - 2018** ..... Inaugural FINTECH+ hosted with 5 national delegations participating
  - 2019** ..... Advocacy on FinTech License and DLT Regulation, Swiss Pavilion @ Money2020
  - 2020** ..... Hosted US Treasury visit, WEF, FINTECH+ 2020, Residency @ Swisscom Pirates Hub
  - 2021 +** ..... **WEF, FINTECH+, Missions to all at least three continents**



# HOW THE ASSOCIATION ENGAGES WITH THE ECOSYSTEM





# MEMBERSHIP OPTIONS

*PRICING BASED ON  
CONTRIBUTION TO THE  
ECOSYSTEM*



**INDIVIDUAL**  
CHF 100  
STUDENT CHF 50



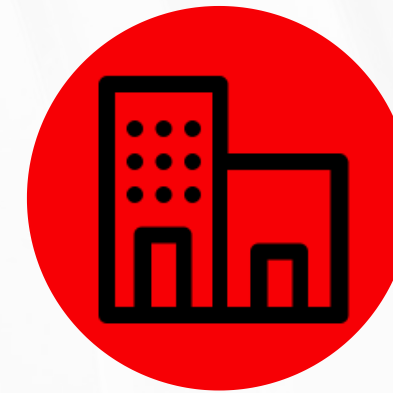
**STARTUP**  
CHF 500



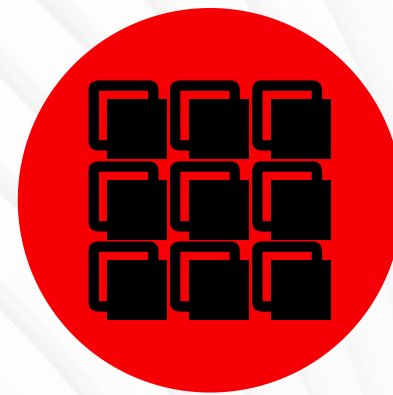
**SCALEUP**  
CHF 2,500



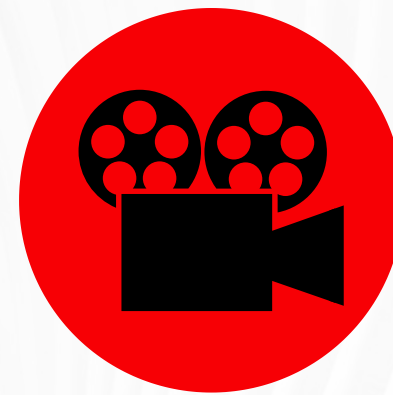
**INVESTOR**  
CHF 1,500



**CORPORATE**  
CHF 5,000



**ASSOCIATIONS**  
CHF 2,500



**MEDIA**  
CHF 2,500



**ACADEMIC**  
CHF 5,000



**GOVERNMENT**  
CHF 5,000



**FOLLOWERS**  
**FREE!**  
OPEN TO ALL



**PERSONS**

**ORGANISATIONS**

- 10% DISCOUNT FOR MULTI-YEAR SUBSCRIPTION
- PERPETUAL MEMBERS COST 25X ANNUAL FEE



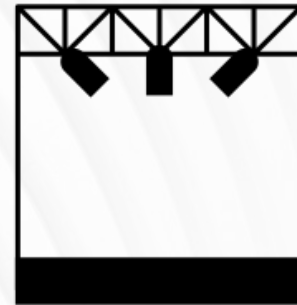
# THE BENEFITS WE OFFER YOU

Developing your interests by connecting, advocating, creating, and promoting



## READY-MADE ECOSYSTEM

**Save time** with instant access an international network of relevant business contacts



## GREATER VISIBILITY

**Stand out from the crowd** by leveraging our platform to showcase your firm



## NEUTRAL EXPERTISE

Leverage our neutral position at the center of the ecosystem to **get advice**

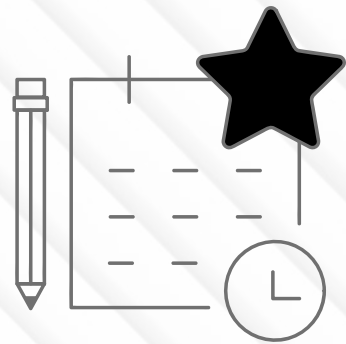


## EFFECTIVE TOOLS

Our physical and digital offerings help you **save money**



# ADDITIONAL SERVICES OFFERED



## EVENTS

- Sponsorship opportunities
- Event management
- Bespoke ecosystem tours



## ADVICE

- General inquiries and best-practices
- Surveys, research, and reports
- Regulation and business development



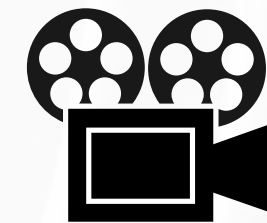
## TRAINING

- Workshops for skill development
- Executive coaching
- Bespoke programming



## PROMOTION

- Social media / newsletter
- Content posts (article/video)
- Events



## MEDIA PRODUCTION


- Podcasts (audio/video)
- Recorded messages
- Events



# STAKEHOLDERS WHICH HAVE ENGAGED WITH US

NKF

FIX GROUP

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation  
Innosuisse – Swiss Innovation Agency

CAPCO

ADNOVUM

  
Sentifi

LOYENS Loeff

CREDIT SUISSE

 SWITZERLAND  
GLOBAL  
ENTERPRISE  
enabling new business

KPMG

 THOMSON REUTERS

LEND

xapo

Julius Bär

 REPUBLIQUE  
ET CANTON  
DE GENEVE  
POST TENEBRAS LUX

 TEMENOS

interxion™

the LHoFT  
Luxembourg House of Financial Technology

wikifolio

SWIFT

 ABU DHABI GLOBAL MARKET  
سوق أبوظبي العالمي

avalog  
essential for banking

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SEBA

Startupbootcamp  
FinTech

additiv  
next generation finance

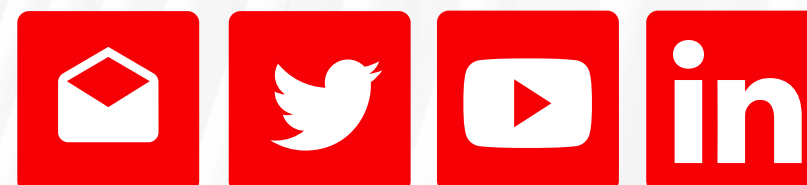
foraus  
Forum Aussenpolitik  
Forum de politique étrangère  
Forum di politica estera

  
swisscom

IBM

  
> 500  
individuals

Please engage with us via:



info@swissfinte.ch / @finnovationch