



# Fintech como driver para una mejor mentalidad y cultura financiera

13.09.2017



COLOMBIA  
FINTECH

# The role in the development of digital tools

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1. Public stakeholders
2. private stakeholders
3. Not-for profit stakeholders

# The role of financial education in the digital finance age

In today's digital finance world, financial education may play an important role in:

1. Supporting financial **consumer protection** frameworks improving awareness and information on digital financial services, increasing financial literacy for safer use and strengthening consumer trust in them.
2. developing key financial competencies especially among **particular segments** of the population those awareness and literacy are still low (millennials), however, gaps persist particularly among poorer and older populations, while addressing specific risks and behavioural biases.



Público Objetivo  
de las Fintechs

# El Millennial: El nuevo consumidor financiero



# How Do Millennials Approach Personal Finances?



Only **24%**  
demonstrated  
basic financial  
knowledge



Only **8%**  
demonstrated high  
financial literacy



**34%**  
are unsatisfied with their  
current financial situation



**18%**  
were not at all satisfied

**54%**  
are concerned about  
their ability to repay  
their student loan debt


**34%**  
with annual household  
incomes above \$75,000  
are concerned they may  
not be able to repay  
their student loans



# How Do Millennials Approach Personal Finances?




**2/3** of all Millennials, and **80%** of college-educated Millennials, carry at least one source of outstanding long-term debt



**31%** of all Millennials, and **44%** of college-educated Millennials, carry more than one source of outstanding long-term debt

Millennials & Financial Literacy | 10



Nearly **50%** of Millennials don't believe they could come up with \$2,000 if an unexpected need arose within the next month

Nearly **30%** of Millennials are overdrawing on their checking accounts

**53%** carried over a credit card balance in the last 12 months

Millennials & Financial Literacy | 11



Only **12%** sought help on debt management



Only **27%** sought help on saving & retirement

Millennials & Financial Literacy | 12

# El problema que resuelven que las Fintechs



Entidad  
Financiera

## Interés

RENTABILIZACIÓN  
DE CARTERA  
(Más clientes,  
más productos,  
transando más)

## Dolor

Mala reputación y alta  
fuga de clientes de valor  
**≈ 25%**

## Necesidad

*Engagement*  
(Construcción de relaciones  
de largo plazo)



Consumidor  
Financiero

## Interés

AHORRO,  
FINANCIACIÓN,  
INVERSIÓN Y MANEJO  
DE SU DINERO

## Dolor

Accesibilidad al sistema  
financiero y altos costos  
**≈ 30%**

## Necesidad

Confianza, apoyo y  
gestión de necesidades

Savings & Finances Tracking

Personal Investing

Wealth Management

Insurance

Crowdfunding

Loans & Credit Risk

Payments & Banking

Acquired Companies

**MILLENNIALS**

CB INSIGHTS™

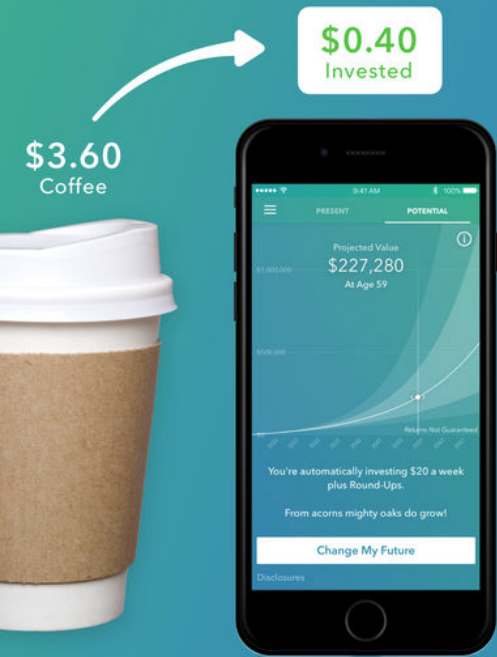


# Fintechs para Milenials



## Start with spare change

Automatically invest spare change from every purchase.



\$3.60 Coffee

\$0.40 Invested

Projected Value  
\$227,280  
At Age 59

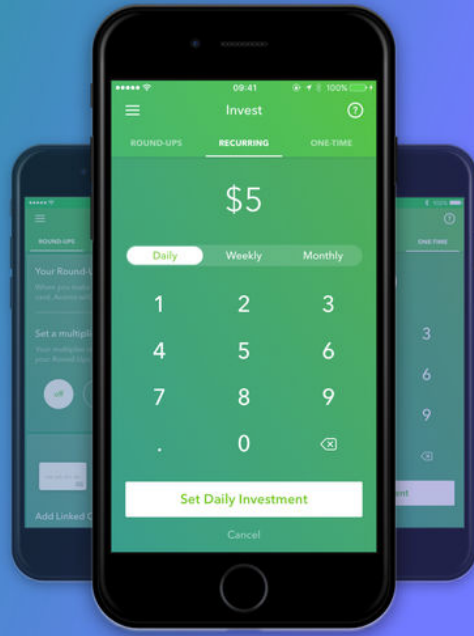
You're automatically investing \$20 a week plus Round-Ups.

From acorns mighty oaks do grow!

Change My Future

## Get there faster

Just \$5 a day gets you to almost \$2,000 a year.



Invest

ROUND-UPS RECURRING ONE-TIME

\$5

Daily Weekly Monthly

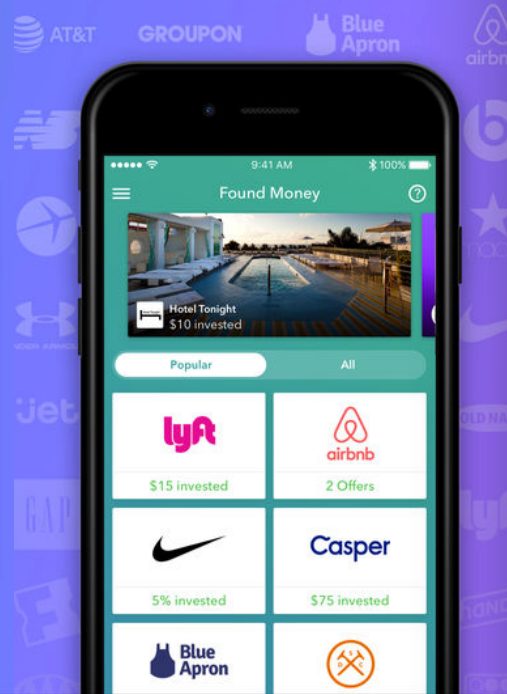
1	2	3
4	5	6
7	8	9
.	0	⊗

Set Daily Investment

Cancel

## Find money

Brands you love invest in you.



Found Money

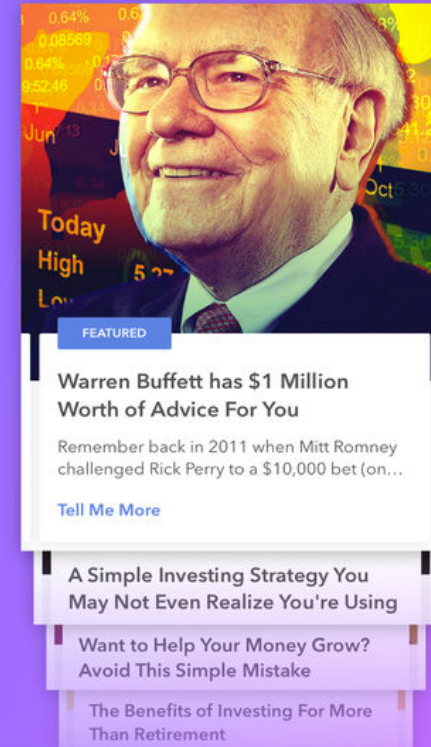
Hotel Tonight  
\$10 invested

Popular All

lyft \$15 invested	airbnb 2 Offers
Nike 5% invested	Casper \$75 invested
Blue Apron	

## Keep growing

The best advice you never got.



Warren Buffett has \$1 Million Worth of Advice For You

Remember back in 2011 when Mitt Romney challenged Rick Pery to a \$10,000 bet (on...

Tell Me More

A Simple Investing Strategy You May Not Even Realize You're Using

Want to Help Your Money Grow? Avoid This Simple Mistake

The Benefits of Investing For More Than Retirement

## Invest intelligently

With help from financial experts and a Nobel Prize winning economist.



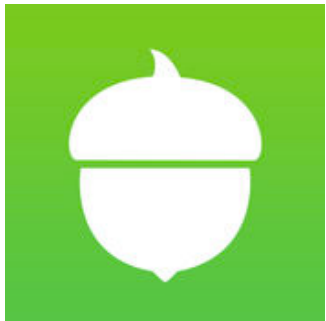
Aggressive

Large Company Stocks

Emerging Markets

Real Estate Stocks

Small Company Stocks



We'll give you advice you can apply right now — and for the rest of your life. We'll show you how other readers have transformed their finances and their lives.



# Sensibilización y democratización del perfil financiero del consumidor

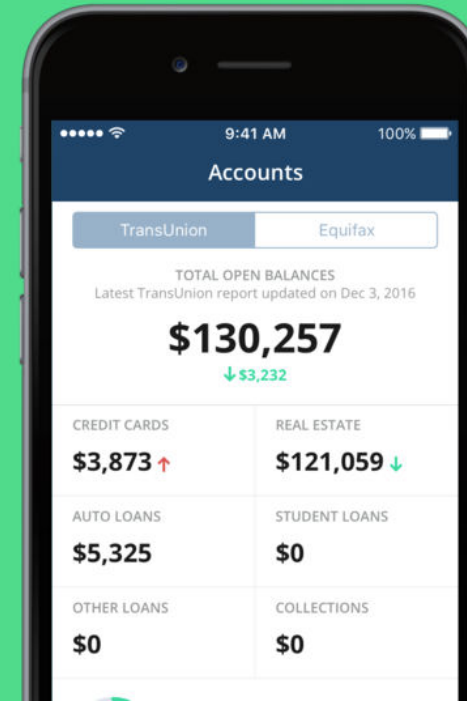
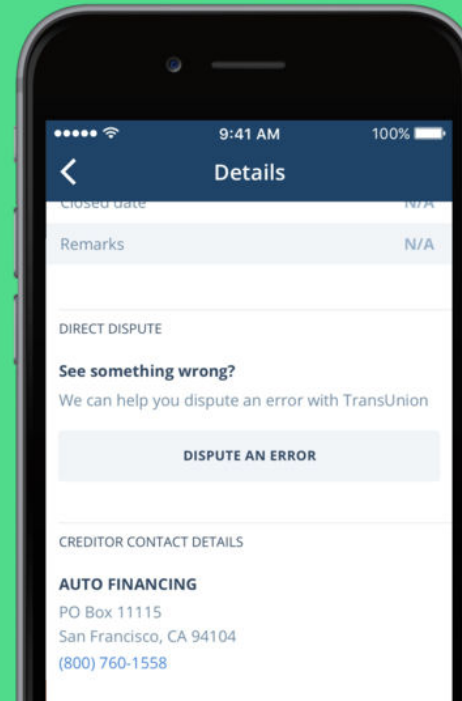
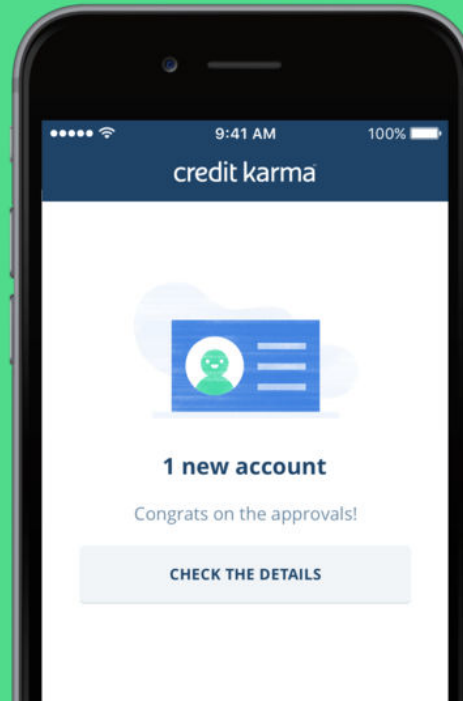
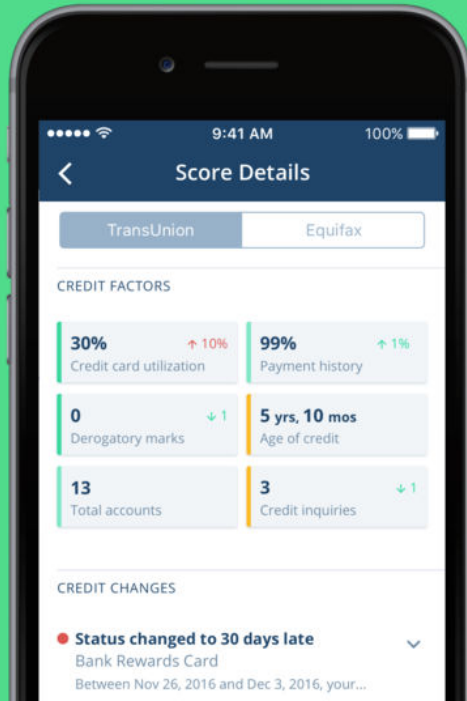
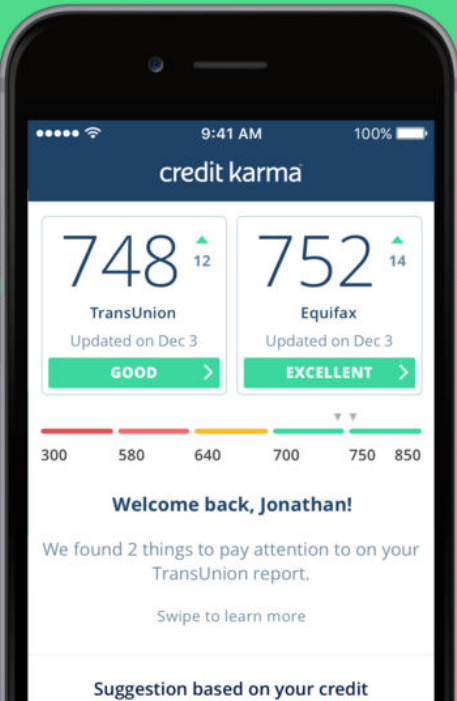
100% free credit scores and full reports

Credit factors break down what goes into your score

Free credit monitoring alerts can help you spot suspicious activity

Use Direct Dispute if you find errors on your TransUnion report

All of your reported accounts in one place for easy tracking



# Conozca el diagnóstico total de como esta su vida financiera

Reciba un diagnóstico personalizado sobre su salud financiera,  
sus gastos e inversiones que lo ayude a alcanzar sus metas futuras.

Comenzar diagnóstico ¡GRATIS!



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Fintech Innovation Radar For Colombia 29/08/2017



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# Mi RapiCredit

En RapiCredit.com estamos orgullosos de presentar nuestra nueva sección educativa. Aquí encontrarás material didáctico que pretende enseñarte de una manera interactiva como mejor tus finanzas personales. Estamos seguros de que este material privilegiado creado para el beneficio de nuestros clientes, te será de gran ayuda y valor.

Equipo RapiCredit.

**Capacitación**

 **MiRapiCredit**

**BIENVENID@**

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@colombiafintech

# Iniciativa Lista

Aplicación de educación financiera para fomentar el ahorro en los bancos

 Fundación Capital

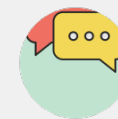
PFM + Comparadores: Organizan toda la información de los bancos y la hacemos *accesible* y *útil* para cada consumidor financiero

**ROBO-ADVISOR  
MOBILE DE  
INFORMACIÓN NO  
TRANSACCIONAL**



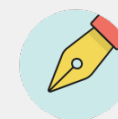
### Productos

(cuentas, créditos, tarjetas, inversiones y seguros)



### Puntos de servicio

(tradicionales y digitales)



### Transacciones

(monetarias y no monetarias)

Dirigido a:

**Público Universal (Banca Personas)**

Población en bancarización o profundización

# PFM + Comparadores

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Referencias Globales:





# How to Promote Increased Financial Literacy/Capability?

Partner with stakeholders to develop and deliver financial education / literacy / capability programs for consumers that can be delivered through **Fintech** and automated advice channels.

# Mesa de Educación Financiera

Viabilidad técnica y financiera para el desarrollo de un agregador de alternativas de financiamiento



¿Qué estamos  
haciendo en la  
Asociación?



## Línea 2 Educación

Promover la educación y  
**conocimiento Fintech**  
en nuestros miembros, comunidades  
y grupos de interés.



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FINTECH



## LÍNEA DE EDUCACIÓN ACTIVIDADES



### MENTALIDAD Y CULTURA

**Desarrollar programas de educación e inclusión financiera** que busquen incidir positivamente en la mentalidad y cultura de los consumidores financieros, transformando barreras que frenen la *adopción del uso de tecnologías financieras*.

Queremos visibilizar nuestros modelos de negocio frente a sectores tradicionales, autoridades y consumidores, y socializar ventajas y beneficios.



### TECNOLOGÍA Y SEGURIDAD



### INVESTIGACIÓN

“An investment in knowledge  
pays the best interest.” –  
Benjamin Franklin



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