



FinTech
Connector

10 Reasons

to join FinTech Connector

"If you're not networking, you're not working."

Denis Waitley, US business motivational speaker

"If you want to go somewhere, it is best to find someone who has already been there."

Robert T. Kiyosaki, US businessman and author, founder of Rich Global, LLC.

Without undue melodrama, for me, FinTech Connector (or how we call it - FTC) was my island refuge. The endeavour has restored my faith in the powers of networking and of entrepreneurship.

I write this article in response to an oft-repeated question from members of the FinTech community: Why join yet another network on yet another platform? Why bother filling in a form? Yet more login details to forget? How will I benefit?

We've all experienced that familiar numbness when contemplating these questions. Nonetheless, FTC **is** different. I invite you to join our elite-focussed, global FinTech on-line community and see for yourself



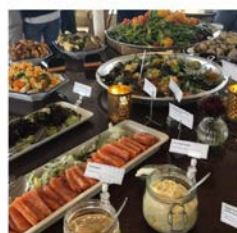
<https://www.fintechconnector.com/landing-page-sign-up-elk>

Before saving this for later (maybe...) and rushing off to your day's priorities, I implore you read to the end of this short article. I propose ten real-world reasons that may defeat your scepticism.

All too often we are promised The Holy Grail which turns out to be another Starbuck's styrofoam cup. The promise traps multiplied during COVID lock-down - stuck at home, spending more time than ever on-line, we devoured virtual-world false hopes and dead-ends. The unengaging webinars came thick and fast. If you didn't happen across FTC at the time, then my apologies to you (unfortunately, it seems there will be a next time).

The common perception of FTC is markedly different. I will give examples. But first, to explain what it is:

FTC combines elements of a social network, an events platform, an entrepreneur/investor matchmaking bourse, and a business networking space. It is an amalgam of these things and more. There are few examples of any platform on the web being unique anymore, but FTC edges into one-of-a-kind territory. It is a multi-dimensional, fast-growing marketplace dedicated solely to networking within the FinTech space.





FTC doesn't exist only in the virtual realm, but also makes regular forays into the actual world. FTC organises working groups, seminars, and mini conferences, usually in conjunction with networking events.

FTC started in New York in 2017 out of MIT FinTech group, the result of fervent, late-night conversations between three attendees of a course. Today, the platform is active across over 115 countries. It was good timing. The growing FinTech sector lacked a focussed and dedicated on-line community meeting place. The founding members shared the vision, which seemed to resonate with a wide audience among the FinTech-engaged. The team and its passionate leader have compelled a growing membership to exchange news and ideas about an ultra-disruptive, revolutionary change in the field of banking and finance - adjectives never before deployed to describe developments in the financial sector!

FTC has been up on the internet for three years. We have met and connected FinTech innovators and enablers from around the world. One thing innovators seem to have in common is unshakeable belief in their particular contribution to this complex sector; the code developers, the start-up founders, the app developers, the tech architecture nerds, the specialist VCs. Too often, FinTech innovators have dashed so far down their own rabbit hole that they have left little time to share their ideas with the wider community, an essential element of conceptual validation. They miss the chance for the receipt and exchange of ideas.

A central tenet of the FinTech sector assumes a vast community of connected prospective users – that is the point, period. Their wants and needs cannot be assumed from isolation. FTC facilitates this role.

FTC doesn't just connect technology leaders. The industry has a huge logistical tail of essential services required to take it into the mainstream – lawyers, marketeers, vendors, investors, 'traditional' financial services operators, even government regulators. Many people from these adjacent communities might be equally dubious about joining another ephemeral sector-specific on-line marketplace. All perfectly understandable....

Tech people and other serious professionals often find it hard to open up about their 'enthusiasms'. Networking is a skill, it takes chutzpah to get engaged, and sometimes makes people feel disingenuous about their motives.

But as Alan Collins, the guru of networking and HR once said:

"Pulling a good network together takes effort, sincerity and time."

FTC is not only for creatives, developers, start-ups and other hopefuls. It also regularly serves dinner to the opposite side of the table, to VC,s, PE funds, and private investors. FTC is a meeting venue for deal flow, where the invested in, the investable, and the money can meet to apply capital to the most efficient means of production. FTC has often served as a virtual Silicon Valley, specialising in FinTech.



The tech space does feel overcrowded sometimes, like a bad concert you had to take your teenage daughter to. Mastery of the network appears daunting: how to get the attention of our peers; how do we even compete with the already successful; how can we leverage opportunities for introductions to people who can help us to reach our goals.

There is evidence all around us that effective networking can be the differentiator that gets you to your objective. Exhibit 'A'; my recent post about developments in the SaaS sector and VC investment:

<https://www.linkedin.com/feed/update/urn:li:activity:6868959445452390400>

A common perception is that professional on-line networks pose hidden risks and that the negatives outweigh the positives. A recent invitation sent out from the site for a complimentary membership elicited a revealing response: "Why should I register and commit to providing my personal details?".

The feeling is widespread. Being a platform dedicated to FinTech, where personal data security is part of the core raison d'être, FTC's registration settings portal restricts connections to between people who are already registered and verified members. Members' on-line activities and content are monitored and umpired to ensure civil discourse, seriousness, and purpose. The site is a closed, members-only network, and a safe space for the wider FinTech community to express themselves. It provides a vehicle to help promote the interests of innovators, enablers, businesses, and investors to make strategic connections and helps start up or scale up their enterprises. Members are not obliged to be active and may simply choose to observe.

Some examples of how some of our members utilised the platform to up their game:

1

A digital payment solutions CEO and an international digital issuance CEO met on a FinTech Connector event. They formed a partnership, scaling up their joint businesses soon after;

2

A FinTech Connector member reached out to prominent FinTech thought leaders to speak on a well-known FinTech-focused media webinar channel. Speakers gained an opportunity to promote their initiatives to a broad audience at no cost and with no organising burden. Participants expressed satisfaction at the chance to pick up online marketing tips for their enterprises;

3

A FinTech PhD researcher gained critical insights from fellow platform members. It helped her to finish her PhD dissertation on AI's impact on the financial services sector;



4

A FinTech start-up founder connected with a VC and secured a meeting which led to pre-seed funding. The VC fund contributed strategic advice and financing and helped launch the business;

5

After reading 'Bank 4.0: Banking Everywhere, Never at a Bank' by Brett King, a Harvard-educated senior executive at a tier-one commercial bank became a member of FTC. The book explains the theory that FinTech is so disruptive that it will lead to the redundancy of the traditional banking sector within a few years. Deciding that the best form of defence is offense, the banker realised that the best policy was to study and master the ways of the enemy camp. After spending time in the FTC community, he became convinced that traditional financial institutions will survive and thrive by joining the revolution themselves – gamekeepers turned poachers;



6

In a dispute with a partner company, an established FinTech executive got onto the FTC platform and searched 'Legal Advisor'. The filter focussed on geographical location and legal specialisation. The executive was quickly matched with a relevant legal services provider in the desired jurisdiction. FTC as matchmaker served up a member with excellent terms, quickly;

7

A zero-cashflow but ambitious early-stage FinTech start-up was challenged to identify source developers with specific blockchain expertise willing to take equity in place of fees. A match was made within the platform's community network. The blockchain expert became a founding partner of the start-up;

8

It is well known that traditional finance is feeling out-manoeuvred and blind-sided by FinTech; they know a revolution is coming. The borderless automation of financial services is relentlessly adding pressure on the incumbent industry. The big banks and financial entities are head hunting young FinTech start-ups in an attempt to stay ahead of the game and stay relevant. FTC is proving to be the place where talent is matched with opportunities and mutually advantageous resources. The platform is where rising FinTech providers can go to meet with Goldman Sachs, Morgan Stanley, JP Morgan, HSBC, ABN AMRO and other financial royalty looking to form future collaborations and partnerships;

9

An Africa-based bank was on the lookout for a new Order Management System. The bank had an extensive list of specific requirements after struggling with a 30-year-old legacy system. Sourcing a replacement took more than six months. FinTech Connector matched the bank with a European FinTech company which had the right strategic approach. Now on a cloud-based solution designed by the European partner, the bank satisfied all its requirements while opening up the entire African continent for future business;



10

A data management company involved with data lakes and data science projects discovered vast opportunities for its skill sets in Financial Services universe thanks to FTC. A London-based commercial bank looking for the right digital solution for its ambitions recognised everything it was looking for. Within a few weeks the two sides engaged in advance negotiations, a process which normally takes around 18 months. As a facilitator of symbiotic relationships, FTC helped serve up serendipity in a software solution.

These are a few select examples of instances where FTC is providing a bridge between multiple parties to create successful outcomes. As the platform grows, the network effects of 4,000 members across 115 countries dealing with over 40 different FinTech ecosystems multiply the possibilities and probabilities of its members to help them find what they have been looking for but never found the right venue, until now.

FTC offers its members a vast trove of business intelligence, experience, and advice through its internal messaging system, one-on-one engagements, seminars, advisory sessions, and other fora on the site. The huge but disparate FinTech community comes together in a FinTech village, evaporating the vast distances between participants.

Fintech is all about staying contemporary. Developments are advancing at a dizzying speed. The need to stay current is imperative, and success or failure rely on it. With FTC, members gain access to knowledge and to opportunities that they could never hope to achieve across multiple, siloed platforms



"Everyone should build their network before they need it."

Dave Delaney. Motivational speaker on leadership and communication in business

FTC offers the most industry-comprehensive clearing house of technology, ideas, business developments, trends, analysis, investment, and conversation of the FinTech revolution. The platform is steered by twenty partners (including myself) and advisors hailing from prominent FinTech hubs worldwide. The partners are available to provide advice and assistance to all members.

Membership is open to all FinTech professionals interested in the potentially game-changing effects of networking. All constructive opinions are welcome on the forum, from whatever angle, no matter how contrarian.

Diane Helbig, the internationally renowned author on business leadership and development inadvertently summed up the idea behind FTC;

"Networking is an investment in your business. It takes time and when done correctly, can yield great results for years to come."

Steve Jobs considered the art of networking as one of the most critical elements of business success. For Jobs, networking is

"... what separates the people that DO things from the people that just DREAM ABOUT them..."



<https://www.youtube.com/watch?v=zKTf0LmDqKI>

In conclusion, FinTech Connector hopes that you join us as a member where we can mutually assist one another to help shepherd in this extraordinary, epochal revolution in the history of finance.

See you on the platform



<https://www.fintechconnector.com/landing-page-sign-up-elk>

About the Author

Founder and CEO, FinTech4Funds,
FinTech Connector, Founding Member

Elena Kozhemyakina



LinkedIn



www.fintech4funds.com



info@fintech4funds.com

