PRODUCTS THAT COUNT PRESENTS

Product Industries to Watch:

FINTECH

Key Stats

#1

Financial services was the leading sector for venture investment in 2021, totalling $134 billion

64%

Portion of consumers worldwide who have used at least one fintech platform

25%

Portion of the fintech market made up of digital payments products

Fintech is: a growing industry using technology to create innovations in financial services

Digital Transformation

49% of U.S. banks believe fintech partnership is important

60% of central banks are testing or studying Central Bank Digital Currency as of 2021

> Like other industries upended by technology and the smartphone, the way we bank is being revolutionized, and technology companies that aren't encumbered by a bank's legacy business model are leading the way.
>
> **Nasdaq.com**

Regulations

Regulations are a key factor in fintech. They exist to protect consumers. They can also slow down any product pivots.

6-9 months:

potential timeline for insurance fintech PMs navigating regulations when filing a change.



> **Ask why the regulation exists before you start thinking about how to move fast and break things.**

Rajat Kongovi Vouch CPO

Trends to Build For

Collaboration:

Building services as APIs allows for collaborations when other products can build on top of those.

Automation:

If you build a product that automates work consumers have been doing manually, they'll love you for it.

Ramp Head of Product Geoff Charles

Artificial Intelligence:

$1 trillion: $1 trillion: estimated additional annual value of A.I. for the global banking industry

3,150: percent increase projected in banking chatbot interactions between 2019 and 2023

Integrity:

The fintech products with the most staying power are the ones that establish trust.



> **Aligning on how exactly you build solutions to optimize across business and consumer outcomes is very important.**

Vinod Raman Stash Product VP

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