

7-Case.

Revolut is a UK fintech company founded in 2015 that offers a range of banking services through its mobile app. Revolut began as a startup with the idea of simplifying the foreign exchange process for travelers by offering real exchange rates and no fees for cross-border transfers. The company has since expanded its services to include capabilities for cryptocurrency trading, insurance, stock investing, and most recently, lending.

Revolut uses advanced technology to keep transactions and user data secure, including machine learning to detect and prevent fraud. The platform offers personalized financial products based on analysis of user behavior, which allows it to offer clients exactly those services that will be most useful to them.

A special feature of Revolut is its emphasis on globality and multi-currency. The company offers accounts in multiple currencies, making financial management easier for clients who frequently travel or conduct business in different countries. Revolut achieved unicorn status in 2020, surpassing its \$5 billion valuation.

Questions:

1. What innovations in the fintech industry have allowed Revolut to become a market leader?
2. What are the main benefits and risks associated with using mobile banking platforms such as Revolut for consumers and businesses?
3. In what areas can Revolut expand its services in the future, given current trends in fintech?