

# Fintech Ecosystem

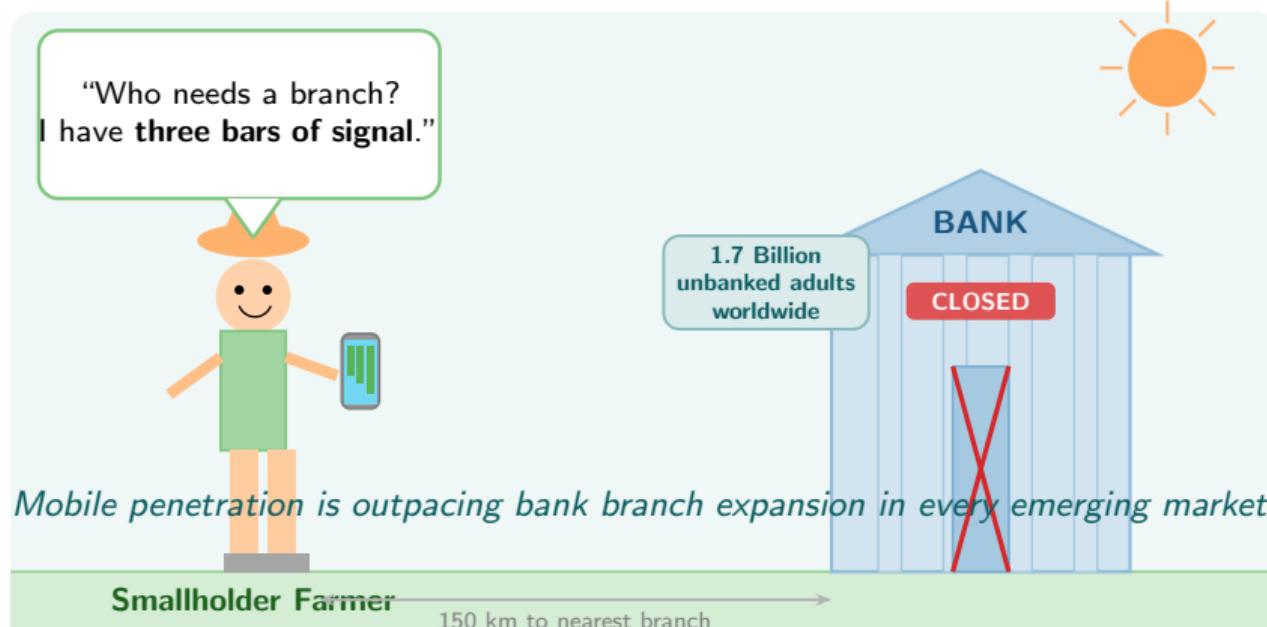
## 5-Slide Teaser

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# Why Fintech? The Unbanked Get a Signal



Slide 1/5 – WHY — 1.7B unbanked adults; mobile subscriptions exceed bank accounts globally (GSMA 2024, World Bank Findex).

# What Drives the Fintech Ecosystem?

## Four Growth Driver Groups

Driver	Mechanism	Signal
Technology	Smartphone cloud	+ 6.9B subscriptions
Regulation	PSD2, open banking	50+ sandbox regimes
Capital	VC & PE inflows	\$226B (2021 peak)
Demographics	Digital-native users	72% prefer mobile

## Ecosystem Definition

The fintech *ecosystem* = startups, incumbents, BigTech, regulators, investors, and infrastructure providers – all **co-evolving** around digital finance.

Slide 2/5 – WHAT — Ecosystem thinking: no single actor dominates – value emerges from interactions across layers.

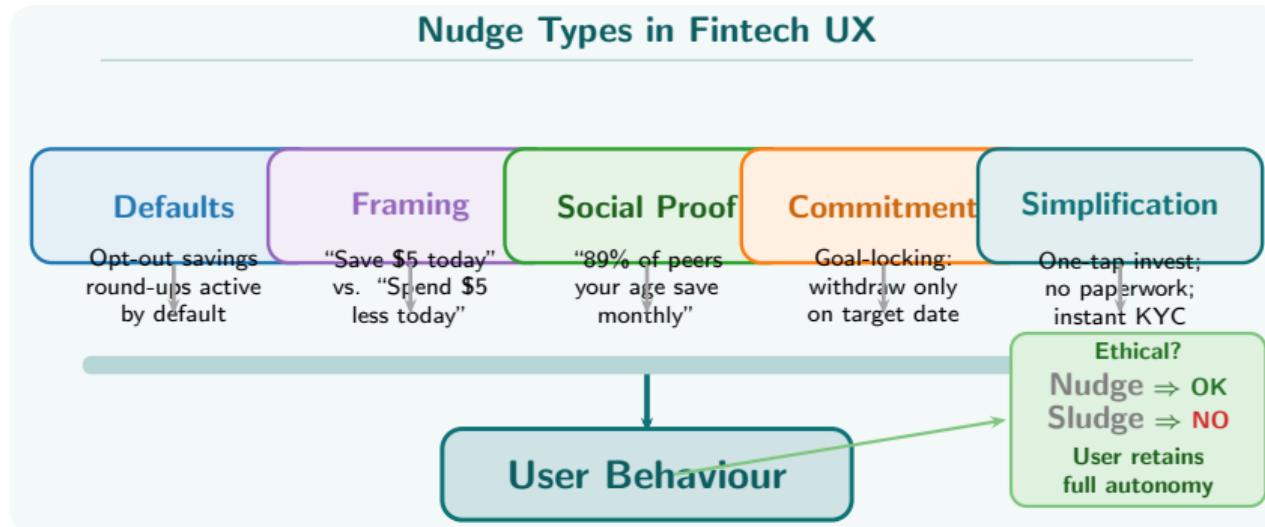
## The Inclusion Gap

- ▶ **1.7B adults** lack a bank account
- ▶ **Cost** is the #1 stated barrier (World Bank)
- ▶ **Distance & documentation** close second
- ▶ Mobile money **bridges the gap**: M-Pesa, bKash, UPI
- ▶ Fintech can deliver credit scoring **without credit history**
- ▶ Regulators shift from “no” to “sandbox first”

## Key Tension

Growth is fastest where traditional banking is **weakest** – but so is consumer protection infrastructure.

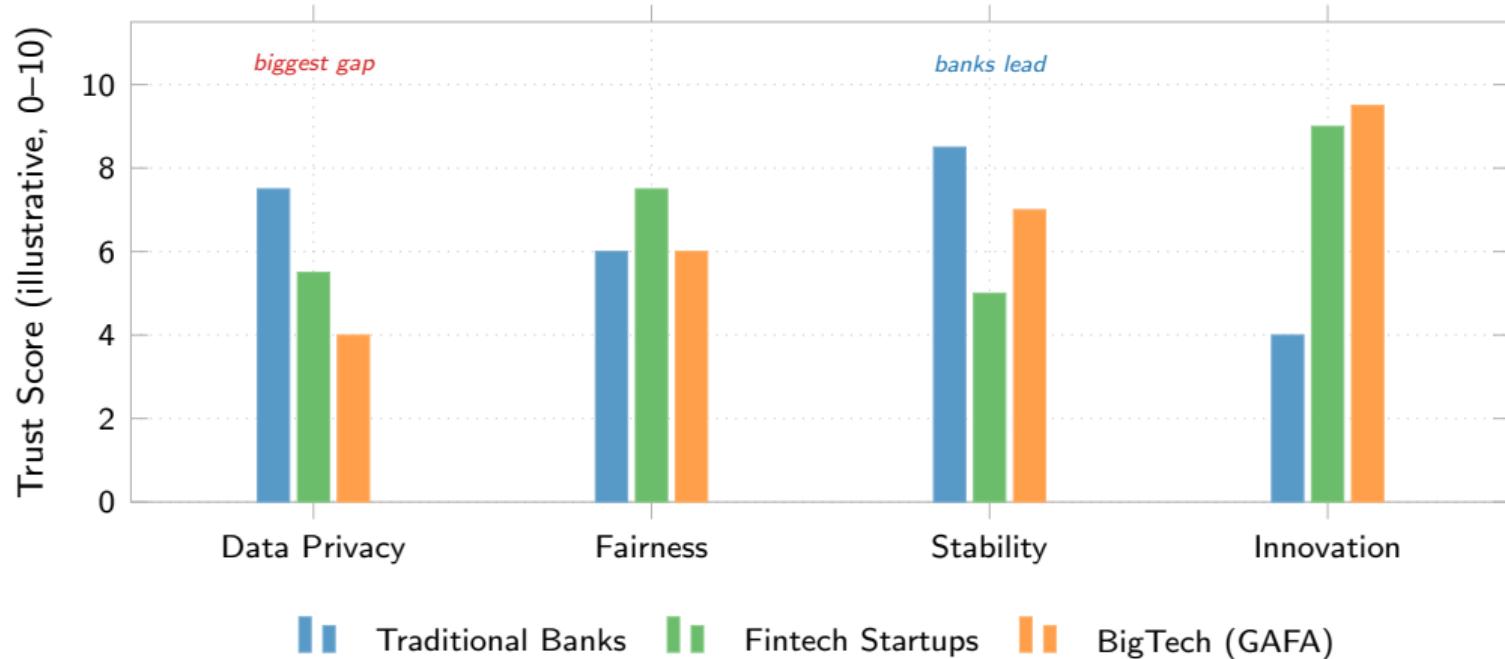
# How Does Fintech Shape Behaviour? Choice Architecture



Slide 3/5 – HOW — Thaler & Sunstein (2008): nudges preserve freedom of choice while improving outcomes – fintech embeds this at scale.

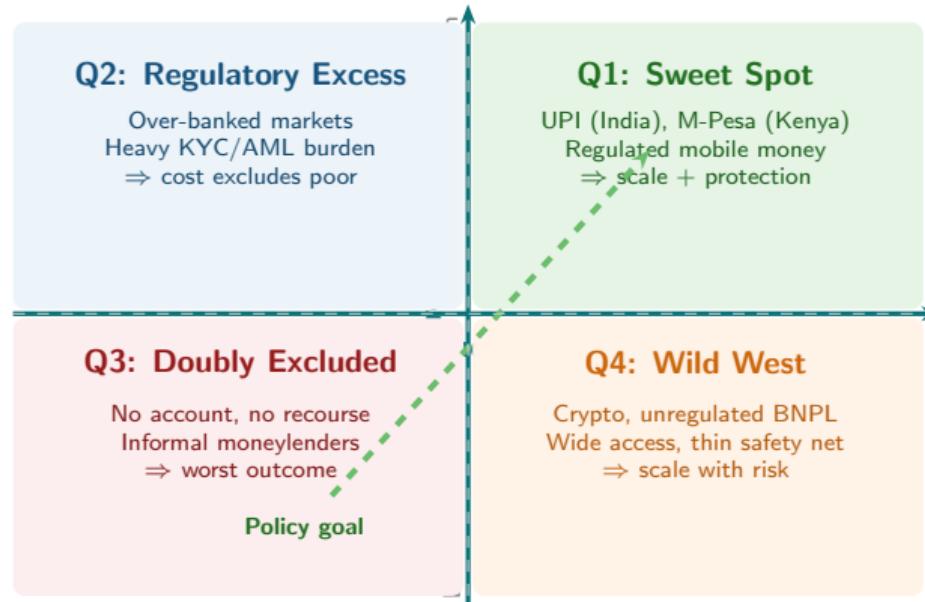
# Where Does Trust Sit? Comparing Provider Types

## Illustrative Consumer Trust by Provider Type



Conceptual comparison – illustrative scores. Actual trust varies by country, cohort, and product category.

# So What? Navigating the Inclusion–Protection Trade-Off



Slide 5/5 – SO WHAT — The ecosystem's mandate: move every market toward Q1. Requires coordinated innovation, regulation, and trust-building.