**It’s the Tinder for Banks and FinTech**

April 1, 2016 (SAN FRANCISCO) – Discovering innovative FinTech companies to partner with has been complicated, expensive, and time-consuming for banks. However, with today’s launch of a new app from [SizeUp](http://www.SizeUp.com) called FinTinder, all of that has changed.

“We have vastly improved the process of introducing banks and FinTechs by inventing a new app inspired by Tinder. Now all bank innovation staff have to do is swipe right if you see a FinTech you want to do business with or swipe left if you don’t. It’s the same process for FinTechs with banks. If a bank and a FinTech are both interested in each other the app makes a connection so they can get together. It’s that simple because that’s how simple is should be,” said Luke Bizzy, Product Designer of FinTinder.

The 23 year-old SizeUp programmer who came up with the idea, Noah Vale, explains that, “Some people tell me ‘Tinder is just for hooking up.’ To which I always replied, ‘Exactly!’ But now I also tell them that it has also inspired the new way for banks and FinTechs to meet each other.”

The product has been a hit with bankers that received VIP beta invites to preview the technology. “I haven’t been in banking very long but it immediately occurred to me that swiping left and right on my iPhone is a lot easier than taking week-long business trips to Silicon Valley, London, and Singapore to meet FinTechs in countries that aren’t even considerate enough to keep the same time zones. Why would you want to do that when you could just download an app from the Apple App Store instead?” said Springfield economic analyst, Nadia Geddit.

“[Banks that have seen SizeUp](https://wellsfargoworks.com/competitive-intelligence-tool) [want to work with us](https://dbunternehmerportal.com/de/unternehmermarkt) to help them [better serve their small business customers](https://www.sizeup.com/help/financialinstitutionsdownload). But not every bank has seen us. That’s why banks using FinTinder can see our picture and in seconds they know that we’re a hot FinTech they want to get with,” said Les Ismore, SizeUp VP of Business Development.

Bank innovation staff Floyds Bank have already experienced successful results. “I’m getting even more matches on the FinTinder app than I do on [Tinder](https://www.gotinder.com)!” said innovation banker Pat McCann.

SizeUp’s marketing director, Anita Idia, said she came up with the app name “FinTinder” by combining the words *FinTech* and *Tinder*. “It’s my best work ever,” said Idia.

This new app could spell trouble for incumbent FinTech conferences. “Going to conferences like [Finovate](http://finovate.com/), [Money 2020](http://www.money2020.com/), [MoneyConf](https://moneyconf.com/), [FinTech Stage](http://fintechstage.com/), [Innotribe](http://innotribe.com/), [Next Bank](https://nextbank.org/), and [Card & Payments](http://www.terrapinn.com/exhibition/cards-and-payments-middle-east) have traditionally been a great way for financial institutions to discover FinTechs. But at all these conferences you actually have to meet people. In today’s culture of Facebook and twitter, people don’t even want to spend face-to-face time with their best friends. The FinTinder app is going to be a huge success,” said analyst Bea Esser from the banking futurist company Douse and Burnham. “Also with an app no one gets angry when you’re having a meeting with them at the same time you’re looking at your smartphone.”

The anti-bank FinTechs are skeptical. “This is the stupidest app I’ve ever heard of. My FinTech company BankedOver will never join FinTinder. We don’t want to work with banks. We want to destroy them,” said Hizzy Fitz, CEO of BitcoinSecurityRemitanceRoboAdvisorWealthPal. “What is this, April Fools Day?”

To download the FinTinder app, [please visit SizeUp.com](http://www.SizeUp.com).