

# **TITLE : FINTECH : REVOLUTIONIZING FINANCIAL WORLD**

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# INTRODUCTION

- Financial Technology(FinTech) refers to technology driven innovation in the delivery and use of financial services.
- This type of technology enhances financial activities through digital solutions.
- Some of the key areas in Fin Tech include; Blockchain and crypto,Insurance,payments and lending and Investing.
- Examples of FinTech firms include : Stripe,Robinhood,Klarna and Coinbase.

# KEY FINTECH INVENTIONS

- Mobile Banking Apps : Allows users to check balances, transfer funds, pay bills and access loans remotely.
- Digital Wallets : Contactless information for tap to pay transactions via smartphones.
- Robo-Advisors : Automated Investment services using algorithms to build and manage portfolios.
- Blockchain and Cryptocurrencies : Bitcoin, Ethereum and other digital currencies allow decentralized, transparent financial transactions.
- Peer to Peer Lending Platforms : Lending Club and Prosper connects borrowers directly to investors.
- InsurTech : On demand usage based insurance models which simplify claim processes and enhance customer experience.

# CASE STUDY- MOBILE PAYMENTS

- Apple Pay, Google Pay and Samsung Pay : Allow contactless payments via Near Field Communication.
- M-Pesa in Kenya : A pioneer in mobile money services, allowing users to send or receive money, pay bills, access microloans and even save.
- Cash App and PayPal : allow payments and transactions hence a growing business payment functionality.
- Robin hood-commission free trading ( USA) : Commission free stock and crypto trading app.
- Revolut-Multi Currency Digital Banking : Digital banking with real time FX and crypto access which enables trading.
- Lemonade-AI driven InsurTech : Digital insurance powered by AI and behavioral economics.

# FINTECH AND INVESTMENT PLATFORMS

- Platforms like Robinson, Etoro and Stash allows users to start investing with as little as \$ 1.
- eToro platform allows users to follow and copy trades made by successful investors thereby promoting collaborative and community based investing.
- AI driven platforms analyze vast datasets to detect market trends, provide predictive analytics and optimize portfolios.
- FinTech has expanded access to real estate investing through platforms like Fundrise.
- Crowdfunding allows individuals to invest in startups or loans directly.
- Crypto Investment Platforms : Enables buying, selling and holding of cryptocurrencies and tokens.

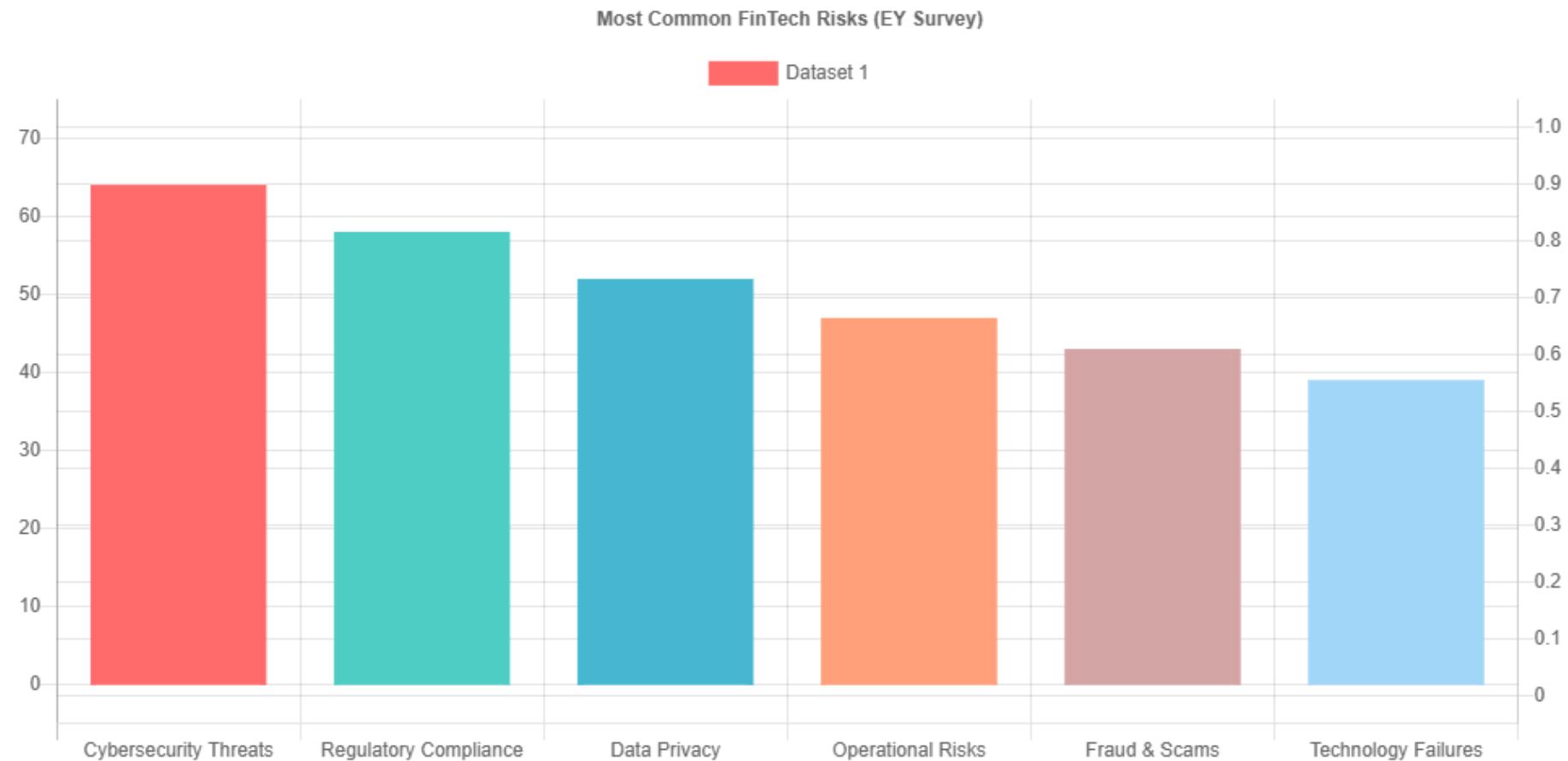
# AI AND MACHINE LEARNING IN FINANCE

- AI algorithms analyze patterns in large volumes of transactions to detect anomalies in real time. ML models continuously learn from new data to adapt to evolving fraud techniques eg. Mastercard and Visa use AI to identify fraudulent transactions instantly.
- AI driven trading bots execute trades within milliseconds based on predefined strategies. ML helps refine these strategies using historical market data, sentiment analysis and real time news feeds.
- Chatbox(eg. Erica by Bank of America) use Natural Language Processing to provide 24/7 banking assistance.
- Robo Advisors like Wealth Front use AI to ; assess investor risk profiles, minimize tax liabilities.
- Insurance companies use Machine Learning to predict claim likelihood and customer lifetime value.

# BENEFITS OF FINTECH IN FINANCE

- Financial Inclusion : FinTech enables access to financial services for populations through mobile banking, digital wallets and micro lending.
- Convenience : 24/7 access to banking, investment and payment services through mobile apps and online platforms.
- Cost Reduction : Automation reduces operational costs for financial institutions allowing lower fees for customers.
- Enhanced security : Use of biometrics, Blockchain and two factor authentication strengthens data protection and reduces fraud.
- Innovation and competition : Encourages innovation in financial products and services, increasing competition and pushing traditional players to improve.

# CHALLENGES AND CONCERNs



# FUTURE TRENDS IN FINTECH

- Embedded Finance : Financial services like lending, insurance and payments are integrated directly to non financial platforms like uber offering driver insurance.
- Decentralized Finance : Eliminates intermediaries by using Blockchain and smart contracts.
- Biometric and Voice Authentication: Facial recognition, fingerprint scans and voice commands will replace password for secure access.
- Digital Currencies and Central Bank Digital Currencies : Governments and Central Banks are exploring digital versions of flat currencies.
- AI and Predictive Analytics Advancements : AI will become more advanced in fraud detection, risk management and customer targeting.

# CONCLUSION

- FinTech is not just innovation, it is a transformation.
- It is redefining the global financial landscape.
- While it brings inclusion and efficiency, it must be managed with responsible regulation and innovation.
- As technology continues to evolve, fintech will play a critical role in building smarter, faster and more inclusive financial systems.

# REFERENCES

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**THANK YOU**