**Political**

* Currently high political uncertainty due to BREXIT, US government, and other conflicts e.g. in the middle east
* Political trends to protect individuals’ rights and privacy
* Increasing requirements for data security
* Trend to more nationalism all over the world
* Trend towards sustainability

**Economical**

* Currently very good environment for investment in securities
* Interest rate slowly raising, possibly indicating a slow-down of the market and therefore lower customer tendency to invest in shares (which will be bought through the app)
* Increasing labour costs (hourly cost)
* Low supply of qualified workforce to deliver first class service in bank branches

**Sociological**

* Increasing trust into machines
* Older society: lag in usage of digital technology
* More and more people, especially younger, are familiar with digital technology
* Fear of digital frauds
* Low interest in financial topics
* Low knowledge in financial topics

**Technological**

* Continuously progress in digitalisation
* Improved soft- and hardware may result in better performing and designed (UI) applications
* Wider spread of broad band results in a higher and real-time connectivity

**Legal**

* Highly regulated financial market
  + Indoctrination required about the financial risk
* Stricter regulations concerning private data (e.g. GDPR)

**Environmental**

* Climate change: rising temperatures (will effect server cooling)
* Rising sea level
* In average higher risk for forest fires