

OCTOBER 2023

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Letter from the Director

Greetings!

We're going to be at Money2020 in just a few days. If you would like to meet up, please shoot me an email at Marla@mmtmagonline.com.

We're excited to attend the show and are eager to report our experiences to you all in November's Newsletter.

Thank you to this month's sponsor, BalancedTrust, and contributors Angela Murphy and Tom McCole. Be sure to catch Tedd Huff's latest Fintech Confidential in a new UNCUT format of in-depth, unscripted discussion with co-host Matt Vanhouten.

In the meantime, don't forget we are offering a special deal on MPC's 2024 registration--[\\$299 until December 31, 2023](#)--saving you \$500 compared to our at-the-door price!

See you in Las Vegas!

A handwritten signature in black ink, appearing to read 'Marla Ellerman', with a long horizontal flourish extending to the right.

Marla Ellerman
Executive Director
[MPC Digital Commerce Event](#)

P.S. Please see my special note below.

MPC Interview



MPC Interviews Travis Dulaney, BalancedTrust

Please state your name, title, company, and email address to provide to prospective partners and customers interested in receiving more information.

Travis Dulaney, Founder and CEO,
BalancedTrust, tdulaney@balancedtrust.com

How are you different than other brands in your space?

Step into a new era of risk management with BalancedTrust—a bespoke solution that goes beyond the ordinary Banking Risk & Compliance Platforms. We're not just here to check boxes; we're your strategic partner in facilitating seamless communication, streamlining compliance activities, and fostering the exchange of vital information among your business customers. Whether your customers are fintechs, a third-party provider, a corporation adding embedded finance services, or navigating the complexities of high-risk industries, BalancedTrust has you covered.

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FEATURED NEWS

How to get a Sponsor Bank to Swipe Right

By Kimberley Hebb, Co-Founder & CRO, BalancedTrust

Fintech companies are not new to the financial industry. For years, financial institutions have used fintechs to assist in the maintenance of their customer account relationships. In these types of bank – fintech relationships, the fintech rarely if ever had direct contact with the bank customers except to perform duties on behalf of the bank. More recently, fintechs have emerged to provide financial services in new and innovative ways that often cater to a consumer's desire for increased speed, access to systems, or niche services (that some

banks fear to tread). Whether a fintech seeks to provide services as an extension of bank services or independently with a bank as their sponsor, many fintechs are faced with the harsh reality that the Sponsor Bank Dating Game is not for the weak at heart.

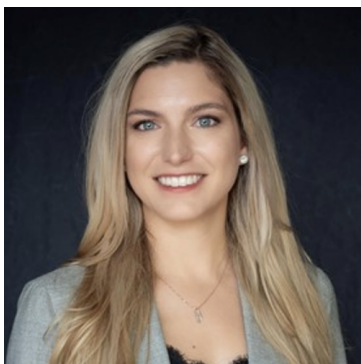
Banks have historically implemented third-party risk management protocols for entities and individuals that are conducting activities on behalf of the bank. While the bank can outsource functions, it cannot outsource responsibility. Third-party risk management programs enable a bank to properly vet a third party to understand if they can reasonably rely on that entity to perform in compliance with law and regulation and with bank policy.

As banks began dipping a toe in the fintech sponsorship waters, some delegated key compliance and consumer protection functions to those fintechs. While delegation is not in general prohibited, it introduces oversight responsibilities on the bank. New fintechs entering the landscape seeking bank sponsorships as well as fintechs with existing sponsorship relationships are finding that banks have introduced new and/or enhanced third-party risk management requirements for engagement. These changes have been prompted by regulatory scrutiny, bank risk appetites, and some of the underlying factors for recent bank failures.

[READ MORE](#)

Kimberly Hebb brings over 25 years' experience in financial industry risk management as a chief risk officer, federal regulator, banker, and regulatory consultant. Kimberly is co-founder of BalancedTrust, an organization built on a mix of advisory & technology services that provides compliance and risk management as a service to fintech companies and sponsor banks. Assisting clients with building risk management systems that maintain the integrity of the financial system, protects the consumers served, and provides flexibility for growth and innovation.

Adventures in Fintech



RoadSync: Revolutionizing Logistics through Financial Innovation

By Angela Murphy, Ph.D.

In the dynamic world of logistics and transportation, where time is money, one company is leading the charge in transforming financial processes to save time and enhance access to revenue. RoadSync, formerly under a different name, underwent a remarkable transformation when its current CEO, who initially joined as a consultant, took the reins. This insightful interview with RoadSync's CEO, Robin Gregg, highlights the company's journey, its unique value propositions, and the pivotal role it plays in the logistics and financial technology landscape.

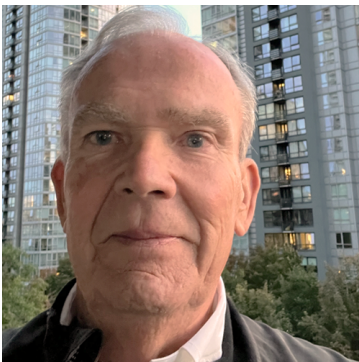
RoadSync's CEO shared the intriguing story of her arrival at the company, initially as a consultant. Recognizing the untapped potential in the logistics industry, she

envisioned providing financial services to streamline manual processes, thereby improving cash flow and revenue understanding for logistics companies. Under her leadership, the company underwent a rebranding, coupled with a successful venture capital fundraising initiative.

READ MORE

Dr. Angela Murphy aka "Payments Elsa," has experience in artificial intelligence, financial technology, and the global payments industry, building on her skills as a storyteller and rhetorician. She engages at the intersection of strategy and insight to drive results for her clients. As Vice President of Business Development at Photon Commerce, she helped run a team that used artificial intelligence and machine learning to solve complex problems in the payments industry. Dr. Murphy received her Ph.D. from the University of Kansas and currently resides in Kansas City with her husband, Brock, and German Shepherd rescue, Roscoe.

PAYMENTS PROFILER



Fantastic FinTechs – Mobile Commerce Companies Leading the Way

By Tom McCole

It is visible everywhere that the next generation of mobile commerce technology is here. The covid pandemic with all its disruptions and unwanted challenges, brought the adoption of new customer service technologies to the forefront. No one wanted to touch payment terminals nor PIN pads for fear of contracting the latest COVID strain. Consumers soon realized that they could use their chip card, cell phone, or smartwatch for hygienic tap n' go payments.

Simultaneously, smart merchants and restaurant operators provided better and faster ways to order and pay using tablets and self-order stations with contactless payments. In reality, they were forced to adapt new methods due to the shortage of willing and affordable workers. Retailers embraced mobile tablets for their associates that could take orders, check inventory, accept payment, and ship products from anywhere in the store. Quick-serv and fast casual restaurants pioneered self-order tablet kiosks and put

mobile tablets in the hands of their associates for a fresh and more efficient customer experience.

READ MORE

Tom McCole is a veteran payment technology executive and business development consultant based in Atlanta.

FEATURED PODCAST



Fintech Confidential Uncut - Episode 1 Co-hosts Tedd Huff and Matt Vanhouten

The Kodak Curse: Is fintech set to have a Kodak Moment?

Fintech Confidential Uncut is a show that brings you 100% raw, real, and uncut conversations about the world of fintech. In this episode, co-hosts Tedd Huff and Matt Vanhouten dive deep into the challenges and potential pivots faced by legacy players in the fintech industry.

Don't miss these topics:

- Will Visa's acquisitions impact innovation within the company?
- Is consumer protection at risk with alternative account-to-account payments?
- PIX in Brazil, UPI in India, and the US's confusion with RTP and FedNow
- Will banks and FIntech finally hold hands down the aisle?

WATCH HERE

LISTEN HERE

Tedd Huff is the Co-Founder of Voalyre, and the President and founder of Diamond D3, a professional services consulting firm focused on global payments and marketing. He is also a video podcast host and producer of Fintech Confidential.

BLOG



Amazon's AI move – why you need AI investments as race speeds up



Migrating to the One Bank Model: Key Challenges Large Banks Face

BLOG ARCHIVE

PRESS



Relevantz Partnership with Fiserv Featured in Fintech Magazine's September 2023 Edition



NMI Acquires Sphere's Commercial Division, Simplifying Payments for Partners



Charge Anywhere Announces Priority Payment Systems PIN Keys Now Available for Fully Automated RKI



Melka Capital Makes Strategic Investment in Kicbac: The Next Big Name in Payments



1Voice Unveils Revolutionary Language Translation Solution, Breaking Down Communication Barriers Globally

PRESS ARCHIVE

UPCOMING EVENTS

OCT 22-25

MONEY 20/20

The Venetian Resort
Las Vegas, NV

NOV 14

Real Time Payments & Fraud Management Summit (Americas)

Jay Conference Bryant Park
New York, NY

DEC 6-7

Embedded Finance & Super-Apps North America 2023 | Fintech Talents

Kabuki Hotel
San Francisco, CA

A SPECIAL NOTE FROM MARLA



*SUPPORT THE DAVIS FAMILY
In Loving Memory of Robert*

My friend Maribel's husband Robert lost the battle with cancer this past weekend.

I thought you might be interested in supporting this GoFundMe, <https://gofund.me/45a53fc3>.

Even a small donation could help Linda Labrada reach their fundraising goal.

If you can't make a donation, it would be great if you could share the fundraiser to help spread the word.

Thank you.

CONTRIBUTORS

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Cynthia Morgan, [Dexter Howard Events](#)

