

DECEMBER 2023

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Letter from the Director

Greetings!

The NRF (National Retail Federation) forecast that holiday spending will reach record levels during the season and will grow between 3% and 4% over 2022 to between \$957.3 billion and \$966.6 billion. I certainly have been doing my part to be counted in those stats!

Thank you to this month's sponsor, The American Cannabis Banking Association, and [Erin O'Donnell](#) and [Michael Beird](#) for sharing news about their initiatives. There are also contributions by [Ganesha Ramamurthy](#) (Relevantz), [Angela Murphy](#) (Adventures in Fintech), [Wayne Brown](#) (The FinTech Innovation Corner), and [Tom McCole](#) (Payments Profiler). This month's featured podcast is from [Tedd Huff's](#) Fintech Confidential. Our Review(s) section features videos from this past summer's MPC23 presentations.

Two New Year's reminders: Take advantage of the [60% discount on Registration](#) that ends on Dec 31! Then get ready to participate in the future of digital commerce by submitting your [Request to Speak](#) at MPC24.

Happy Holidays from the entire MPC Team!

MPC Interview



MPC Interview with Erin O'Donnell and Michael Beird, The American Cannabis Banking Association (ACBA)

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

Erin O'Donnell, Chairman of the Board, American Cannabis Bankers Association,
Erin@TheACBA.org

Michael Beird, Vice Chairman, American Cannabis Bankers Association, Mike@TheACBA.org

How are you different than other brands in your space?

There are currently few associations or firms focused and dedicated on bringing unbiased, objective education to the banking industry on cannabis banking. The ACBA does not sell software, consulting or other ancillary products or services. Instead, we provide education from different perspectives that enable professionals on both the banking AND cannabis sides to better understand what they need to know in order to not just 'survive', but actually THRIVE in the years ahead. Furthermore, we are committed to supporting companies that are majority women and minorities owned, as we see over and over again at conferences and gatherings that these small businesses often miss many of the critical opportunities and information that can make them successful in their growth.

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FEATURED NEWS



The Rise of Institutional Digital Asset Custody and Tokenization

By Ganeshram Ramamurthy

As the crypto winter of 2022 thaws and we approach 2024, the prices of Bitcoin and other cryptocurrencies are climbing once again, sparking renewed public interest. This upward trend presents a golden opportunity for banks and other financial institutions to incorporate digital asset custody and tokenization into their services through blockchain solutions.

While the prime moment for initial adoption may have slipped by, the urgency to act remains high. Digital assets, extending beyond just cryptocurrencies, have attracted the attention of both retail investors and institutional players. Tokenized illiquid assets alone, a subset of digital assets, are expected to reach \$16 trillion by 2030 ([Boston Consulting Group](#)).

Read on to learn about digital assets and tokenization, the key benefits for investors, why institutional adoption of digital assets is growing, and why financial institutions need to start exploring this new asset class.

What are digital assets and tokens?

When you think of a digital asset, you may picture cryptocurrencies like Bitcoin

and Ethereum, or NFTs like those of Bored Ape Yacht Club. In reality, digital assets encompass much more. They are an emerging asset class that includes NFTs, crypto assets like digital currencies and stablecoins, and even central bank digital currencies (CBDCs). Real-world assets such as real estate, art, and precious metals can even become digital assets through the process of tokenization.

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Ganeshram Ramamurthy is a Technical Architect, Blockchain Enthusiast, and Smart Contract Developer at Relevantz.

Adventures in Fintech



U.S. Bank's Connected Partnership Network: Transforming Banking through Collaboration

By Angela Murphy, Ph.D.

Late September marked a significant milestone for U.S. Bank as they unveiled their Connected Partnership Network, a groundbreaking initiative that is set to reshape the landscape of financial services. The network, aimed at fostering collaboration with third-party service providers, has quickly gained traction since its launch.

According to Bryan Schneider, the Product Head of Fintech Strategy and Partnerships at U.S. Bank, the vision and concept of the Connected Partnership Network have now shifted from ideation to delivery. In a press release, Schneider emphasized the network's purpose as "a directory where prospects and clients can see what third-party service providers are integrated with U.S.

Bank APIs, and making it easier to deliver on embedded banking experiences for clients."

The **Partner Directory** serves as a central hub, providing clients with a comprehensive overview

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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 received her Ph.D. from the University of Kansas and currently resides in Kansas City with her husband, Brock, and German Shepherd rescue, Roscoe.

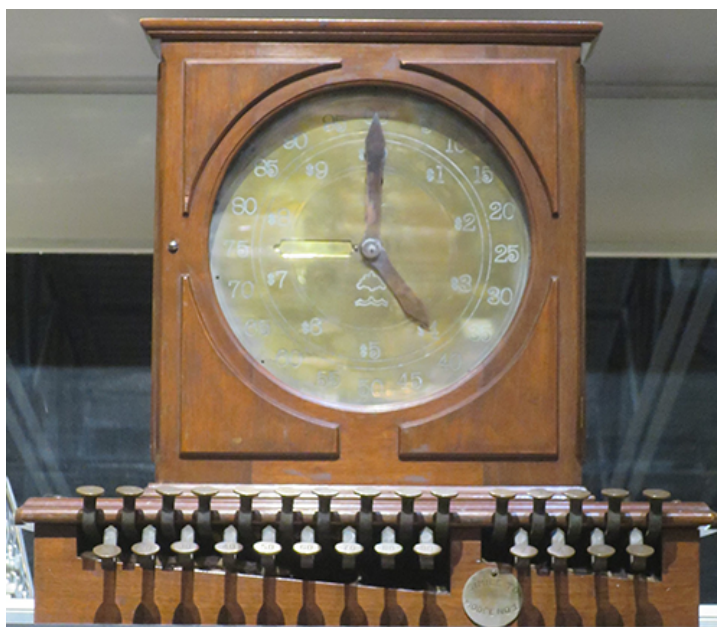
PAYMENTS PROFILER



Giant Step Forward for Bartech

By Tom McCole

"Necessity is the mother of invention" is an ancient proverb that traces its roots back to Aesop's Fables in the 6th century BCE. Virtually every innovation we know today has resulted from the need to solve a problem.



In the point-of-sale arena however, changes have come incrementally over the decades since James Ritty patented his “Ritty’s Incorruptible Cashier Machine” in 1879. Ritty owned a bar in Dayton, Ohio, and had a problem with his bartenders skimming cash. He developed his “cashier machine” to register each transaction and provide a sales total which proved a significant disruption to his staff’s income. Later under

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

The FinTech Innovation Corner



Community Bank Success is Contingent on Embracing Technology Based Solutions

By Wayne Brown

Community Banks are discovering the advantages of partnerships to build a competitive advantage. The rapid evolution of technology impacts nearly every industry, especially financial services..

As FinTechs continue to siphon consumers for all kinds of financial services, banks must take new approaches to remain competitive and relevant in a digitally connected world. The decline of bank deposits have a direct impact on the ability to issue loans etc.

Historically, consumers never strayed far from their primary banks for financial services. From checking and savings accounts to obtaining loans and financial advice, consumers only trusted their banks to provide financial services and counsel. Today, consumers are much more open to receiving financial services and advisory from non-bank providers. In banking, this phenomenon of losing customers to new technology rivals is known as “unbundling.”

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Wayne Brown is the Managing Director at the Walker Group, a bridge between FinTech and financial institutions, working with FinTech companies and banks to find and create mutually profitable opportunities. Their varied market segments enable them to identify synergies and opportunities to stimulate growth, which includes identifying new products and services, building a strategic plan, or entering new markets. For more information about The Walker Group contact wbrown@walkergroupnyc.com.



produced and hosted by TEDD HUFF



Skyrocketing Business Credit for Savvy Entrepreneurs! with Walt Levensgood, VP, Strategy & Revenue at Nav

Walt Levensgood, VP of Strategy and Revenue of @Navsmb a groundbreaking financial technology company, shares his profound insights on navigating small businesses' financial health.

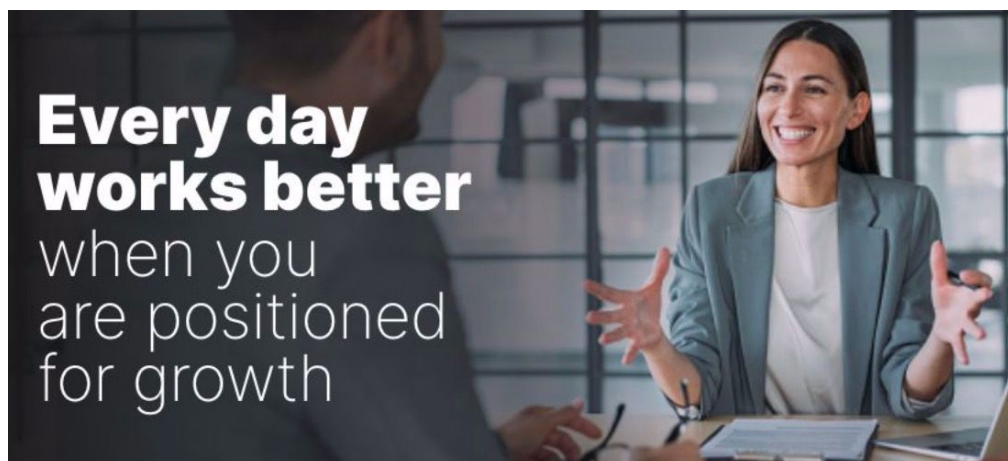
Throughout the discussion, Walt highlights the critical role of fintech in equipping businesses with crucial financial tools they need for growth. He covers how the acquisition of TillFul and Nuula drives Nav's mission further and addresses numerous small business owners' challenges in the rapidly evolving fintech landscape. Walt hones in on the importance of data-driven solutions in enhancing business financing decisions and discusses Nav's unique data strategies in building customer credit files.

[**WATCH HERE**](#)

[**LISTEN HERE**](#)

Tedd Huff, a recognized thought leader in the Fintech industry, is the founder of Diamond D3, a company that produces the widely acclaimed show, Fintech Confidential. Hosted and produced by Tedd, the show engages over 1.5 million people monthly, making it a key resource for insights in the Fintech sector.

FEATURED VIDEO



You deserve a partner that gets you to the next stage Maximize revenue and enhance efficiency with a personalized strategy that makes every aspect of commerce work better — for any business, at every scale.

Access unique solutions delivered by a company with one of the largest, most reliable platforms in the US.



Find out what [Global Payments](#) can do for you. [Watch the video.](#)

(re)view(s)

Videos from MPC23 this past summer in Atlanta

Weren't able to make it to the event? **Have a look!**

Can't quite remember that funny experience one of the speakers shared? **Have a listen!**

Interested in tracking the fast-paced, ever-evolving changes in the payments industry? **Have a browse!**

Our YouTube channel is an archive of trends, forecasts, and expertise shared at the annual **MPC: The Digital Commerce Event**.

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Tod Chisholm
Chief
Product
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(Integrated
Technologies)

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MPC23: Bank, Fintech Approaches to RTP
Moderator: Kim Schwendeman
Panel Speakers: Moa Agrell, Esteban Marin, Bryan Schneider

BLOG



2023 Top Celebrity Investors Revealed



FCC expands 16 year old data breach rules to hold telecoms accountable – Approov comments



Strategies and Techniques That Leverage Ceph to Maximize Data

BLOG ARCHIVE

PRESS



EU action against X unprecedented in its scope, says GlobalData



Telcos targeting MNCs and large corporates neglect social and governance reporting at their peril, says GlobalData

PRESS ARCHIVE

UPCOMING EVENTS

JAN 17 - 18

2024 Fintech Risk & Compliance Forum

The Hyatt Lodge & Conference Center
2815 Jorie Boulevard
Oak Brook, IL

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