MPC NEWS and VIEWS

The Digital Commerce Event

FEBRUARY 2024

SPONSORED BY The WALKER group

Letter from the Director

Greetings!

Hope you had a wonderful Valentine's Day! It's hard to believe February is almost over! Spring is around the corner and that means the beginning of Trade Show Season! I'll be at Fintech Meetup March 3rd-5th in Las Vegas. Let me know if you plan to attend and would like to set up a meeting: **marla@mpcevent.com.**

Thank you to this month's sponsor **The Walker Group.** In addition to Wayne Brown's interview and article we have a featured news piece from Ganeshram Ramamurthy. In this month's featured podcast, Fintech Confidential, guest Theo Lau talks 'trash' with hosts Tedd Huff and Matt Vanhouten.

We're sharing a 'wealth' of videos from The Fintech Virtual Lunch, BFSITechTalks with Buck Kulkarni and Wayne Brown, and MPC23 replays of Payfac and Faster Payments panels.

Tuesday, February 20 at midnight is the final deadline to get in your **Request to Speak!** Every connection really does count. Join us at **MPC24, The Future of Money, Now!** Save when you **Register to attend** until May 31st.

Hope to see you in Vegas soon!

Marla Ellerman
Executive Director

MPC Digital Commerce Event

MPC Interview with Wayne Brown of The Walker Group

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

Wayne Brown, Managing Partner, The Walker Group, wbrown@walkegroupnyc.com. Call me at (347) 546-2481.

How are you different than other brands in your space?

The Walker Group is a business advisory consulting company that focuses at the intersection of FinTechs and financial services. Through a management consultative approach, we work with FinTechs as an extension of their business development resources to introduce them to key decision-makers at banks, payment processors, and large corporations.

The Walker Group provides clients key advantages to participate in RFPs, business opportunities, and strategic conversations that they would not have if not collaborating with The Walker Group.

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Strategies to Maintain Your Clients During Challenging Economic Times

by Wayne Brown

In this economic environment growing your business can create challenges. The cost of doing business, whether the decision is to outsource your solution or manage it internally, is a decision that has to be made. Many FinTech founders are not fully aware of the cost to acquire and maintain a new client, but knowing these numbers can be the difference between building or losing your business. Whether the true cost is known or not, it is an expense and the customer acquisition cost continues to escalate. Although gaining new clients is hard work, when your clients defect, knowing the reasons why they choose to leave is important. This intelligence can be used to retain your other clients. If you are not taking care of your clients, someone else is waiting to do so.

According to KPMG, overall global funding activity for FinTechs — including venture capital (VC), private equity, and mergers & acquisitions (M&A) fell to $17.9 billion in Q2 2023, from $34.5 billion in Q1 2023 and down from its peak of $103.2 billion at the beginning of 2022. Also, global M&A activity also dropped to $2.8 billion in Q2 2023 from $21.2 billion in Q1 2023. During the same period. These numbers reveal some concerns for the growth and momentum of the industry in these times of economic uncertainty.

For FinTechs to expand and grow there is a need to reduce defection and understand the steps and stages to build client retention. Having successfully executed a marketing strategy for a number of companies, it is important to

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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.

How Blockchain-Based Payment Systems are Strengthening B2B Relationships

By Ganeshram Ramamuthy

A vital part of strong business relationships is trust. Trust between businesses promotes loyalty as well as synergy, leading to smoother business operations, increased revenue, and, last but not least, fewer headaches.

When that trust doesn't exist, however, it can be disastrous — particularly when it comes to business-to-business (B2B) payments. Not paying invoices on time or even fraud (intentional or not) are two quick ways to erode that trust.

In this blog post, we'll cover just how damaging a lack of trust can be, how traditional payment systems can enable that mistrust, and how blockchain-based payment systems can strengthen B2B relationships.

Settlement Delays
Net 30 and net 60 are common terms among business-to-business contracts, meaning that the purchaser has that many days to pay the outstanding invoice. But even with those long payment windows, one 2023 report found that 55% of all B2B invoiced sales are overdue.

Of that 55%, most businesses are acting in good faith, so why are there so many late payments?

READ MORE

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

PLAID

Fintech Predictions 2024

Is Bitcoin heading to the moon (again)?

We're predicting that the future's looking bright for cryptocurrency. When will bitcoin peak and are stablecoins here to stay? Hear some lively takes, including what's next for crypto regulation and more, from Plaid's Co-founder and CEO Zach Perret and team.

HEAR PREDICTION

Will Bitcoin soar in 2024? Or 2025?

Plaid simplifies onboarding for your crypto app so you can win more customers. Our Plaid experts can show you how.

FINTECH CONFIDENTIAL produced and hosted by TEDD HUFF

Will AI Fix Fintech?

Join host Tedd Huff and co-host Matt Vanhouten with guest Theo Lau in a thought-provoking episode of UNCUT by Fintech Confidential, where we dive deep into the multifaceted world of Artificial Intelligence in Fintech. This episode covers a broad spectrum of topics, including the responsible use of AI, its impact on jobs, financial inclusion, and the ethical considerations surrounding technology.

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.

BLOG

Wellesley Hills FINANCIAL

Quantum's Here – Insights from Wellesley Hills Financial

eta ELECTRONIC TRANSACTIONS ASSOCIATION

ETA Industry Affairs Announces Creation of the ISV Committee

with Goals & Outlook for 2024

Unlocking 3DS: Podcast Episode on Evolution & Future in Payment

BLOG ARCHIVE

PRESS

NMI Strengthens its Executive Team with New Leaders Overseeing Talent, Culture and Technology

Paysafe Research: Stronger online betting experience starts with payments

PRESS ARCHIVE

(re)view(s)

NCUA 748 Compliance | Part 2

Buck Kulkarni and Wayne Brown take a deep dive into the compliance by Credit Unions regarding securing critical customer data.

Why is Relationship Management Important?

Wayne Brown and Buck Kulkarni make a case for why building a relationship matters for an entrepreneur or startup founder, whether it be to grow the business, help them with their pitch or raise capital.

Videos from MPC23 in the Archive

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.

MPC23: Holistic Payments Offering Through Payfac and Faster Payment Rails

Sponsored by Bluefin | Moderator: Morgan Jines
Panel Speakers: Madison Donnini, Ruston Miles, Steven Velasquez

MPC23: The Here and Now of Faster Payments

Sponsored by The Walker Group | Moderator: Wayne Brown
Panel Speakers: Deb Baxley, Richard Dooley, Charles Potts

UPCOMING EVENTS

Feb 27
Cybersecurity Summit 2024 | Trellix
The Ritz-Carlton West End
Washington DC

Mar 3-6
Fintech Meetup
The Venetian Hotel
Las Vegas, NV

Apr 3-4
NEAA 2024 | Northeast Acquirers Association
Albany Capital Center
Albany, NY

Apr 17-19
TRANSACT 2024 | Electronic Transactions Association (ETA)
Mandalay Bay
Las Vegas, NV

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