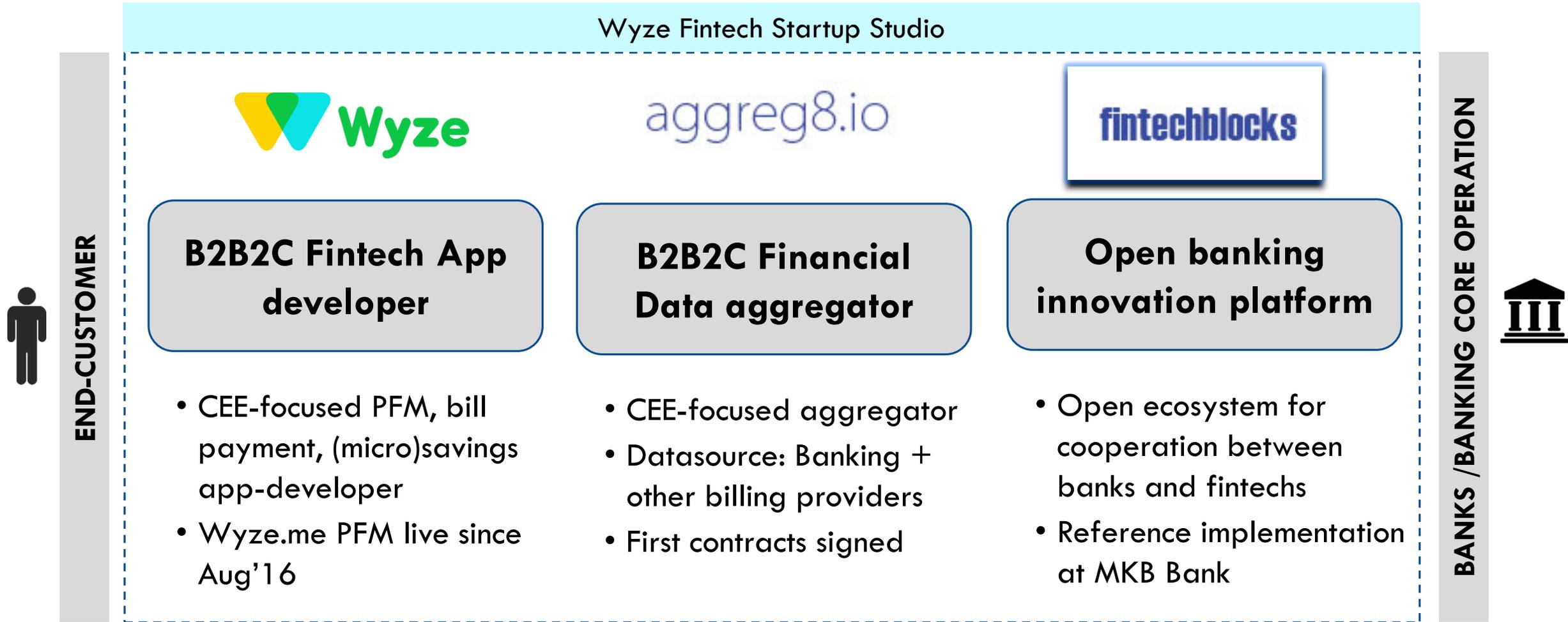




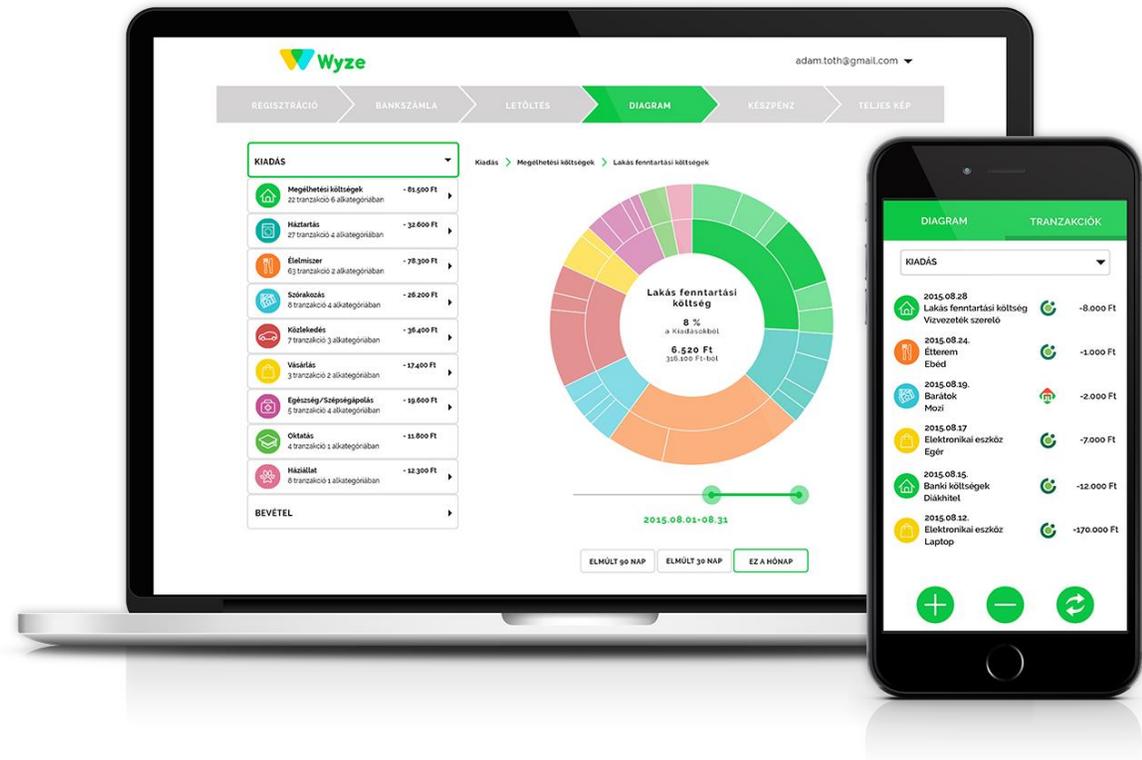
# Wyze Fintech Startup Studio

Introduction

# Project portfolio of Wyze Fintech Startup Studio



- In public beta since Aug, 2016
- Scope: 9 banks in Hungary
- Apprx. 2,000 users
- B2B2C-solution: white-label cooperation with a Hungarian retail bank (Go-live in Q3/2017)
- Planned next steps: introduction of further add-on services with direct monetization potential



Our origin: the first automatic PFM in Hungary

REGISTRATION

BANK ACCOUNTS

BANK SYNCH

CHARTS

CASH

FULL PICTURE

OTP

Gránit Bank

Country

Hungary

Bank name

OTP

Bank account number

11773353

00031912

00000000

To be able to synchronize your online banking transactions, we need a few fields:

- Please select your country and bank from the dropdowns.
- Please enter your account number 8 characters at a time. If your account number is only 16 characters long, you may leave the last field empty.

Wyze.me stores your bank account username and bank account password encrypted with Windows Credential Manager on your computer. It does not store bank account credentials on its server.

Wyze.me uses the same 256-bit SSL encryption as your bank. We're also verified and monitored by third party expert VeriSign.

NEXT



Download ClickOnce

DOWNLOAD



Download WyzePlugin

DOWNLOAD



Sign in

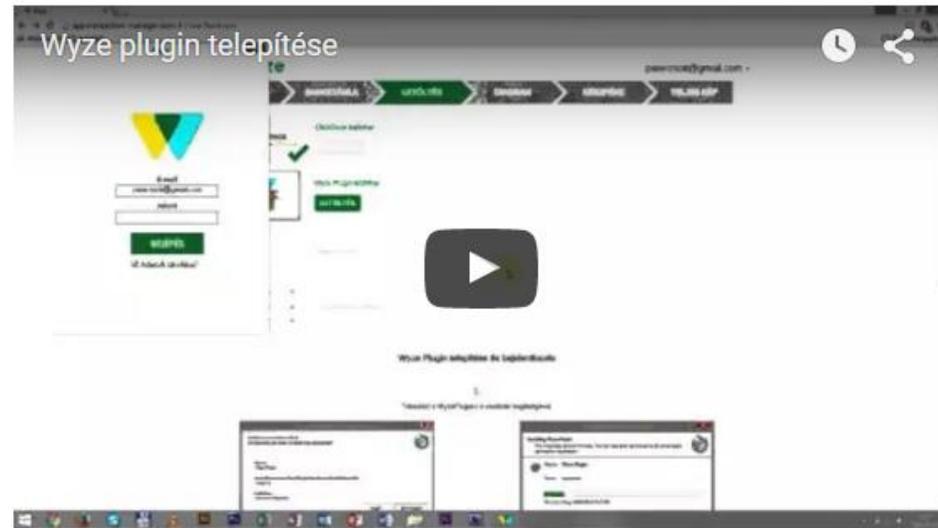


Sync Transactions

BACK

NEXT

### Download WyzePlugin



REGISTRATION

BANK ACCOUNTS

**BANK SYNCH**

CHARTS

CASH

FULL PICTURE

-  **Gránit Bank 1**  
Account #: HU22121000111758640700000000  
2015.11.20 12:09
-  **OTP 1**  
Account #: HU70117733530003191200000000  
2015.11.20 12:7



REFRESH ALL



Downloading transactions: 47%

Est. time left: 300s

BACK


A teljes kép a pénzügyeidben,  
automatikusan.

NEXT

REGISTRATION

BANK ACCOUNTS

BANK SYNCH

**CHARTS**

CASH

FULL PICTURE

Expense -139813 Ft


 Living Costs -64148 Ft  
 20 transactions in 5 subcategories

**Food -7241 Ft**  
 5 transactions in 3 subcategories

Eating Out (1 transactions) -450 Ft

Groceries (2 transactions) -3391 Ft

Other Food (2 transactions) -3400 Ft


 Fun -25145 Ft  
 2 transactions in 1 subcategories

 Transportation -25340 Ft  
 9 transactions in 1 subcategories

 Shopping -16500 Ft  
 1 transactions in 1 subcategories

 Health, Beauty -1439 Ft  
 2 transactions in 1 subcategories

Date	Name	Account	Category	Amount
------	------	---------	----------	--------

2015.08.28.	Bankkártyás vásárlás - 18:46 WWW.PIZZAFORTE.HU		Food	-1700 HUF
-------------	---	--	------	-----------

2015.10.29.	VÁSÁRLÁS KÁRTYÁVAL - WWW.PIZZAFORTE.HU 2015.10.29		Food	-1700 HUF
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2015.10.31.	VÁSÁRLÁS KÁRTYÁVAL - MCD NYUGATI PPASS 2015.10.31		Eating Out	-450 HUF
-------------	---	--	------------	----------

2015.11.06.	VÁSÁRLÁS KÁRTYÁVAL - SPAR 0024 PPASS 2015.11.06		Groceries	-538 HUF
-------------	---	--	-----------	----------

2015.11.09.	VÁSÁRLÁS KÁRTYÁVAL - PENNY 9550300200 PPASS 2015.11.09		Groceries	-2853 HUF
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08/01/2015

-

11/20/2015

LAST 90 DAYS

LAST 30 DAYS

THIS MONTH

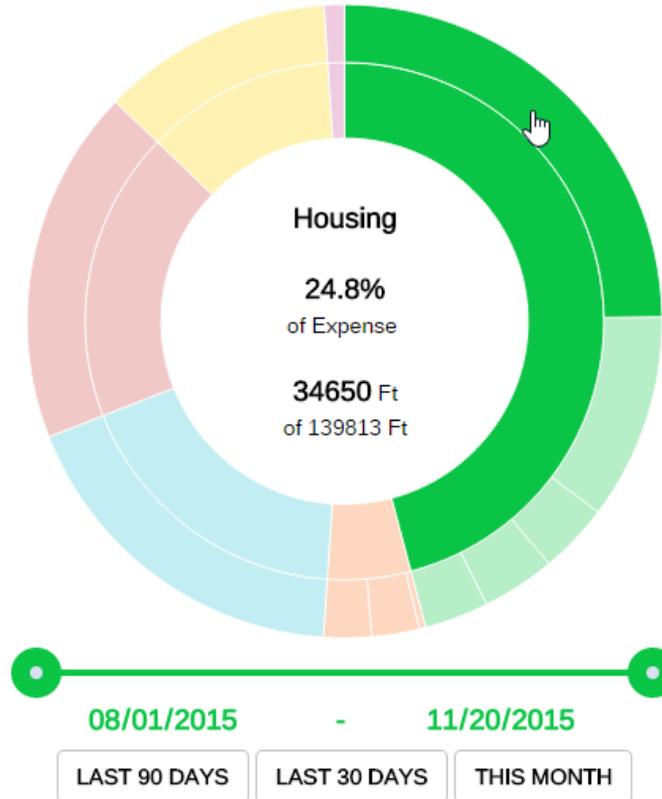


GRÁNIT BANK 1

OTP 1

WALLET

<b>Expense</b>	<b>-139813 Ft</b>
<b>Living Costs</b> 20 transactions in 5 subcategories	-64148 Ft ▶
<b>Food</b> 5 transactions in 3 subcategories	-7241 Ft ▶
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<b>Transportation</b> 9 transactions in 1 subcategories	-25340 Ft ▶
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<b>Income</b>	<b>1114692 Ft</b>
<b>Transfer</b>	<b>1050024 Ft</b>



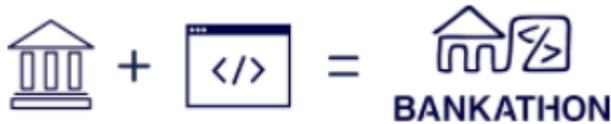
**GRÁNIT BANK 1**

OTP 1

WALLET

## PAST 3-YEARS

Prototypes and Proof-of-Concepts built at international bankathon / hackathon events



## NEXT STEP

Bringing these fintech apps to the market, primarily in B2B2C-cooperations

Next steps: white-label fintech app development



1 **PFM 1.0**

- Single-/Multibanking platform
- Mobile and/or desktop app
- Visualization and categorization of expenses/incomes

2 **PFM 2.0**

- Single-/Multibanking platform
- Mobile and/or desktop app
- Microsavings (optional)
- Smart budgeting (optional)
- Bill payment (optional)
- Credit scoring app (optional)
- Pocket money app (optional)

Our focus is on fintech solutions generating regular interaction and thus recurring monetization opportunity



## Example

- Several international examples on the market already
  - Consorsbank (BNP Paribas)
  - Deutsche Bank



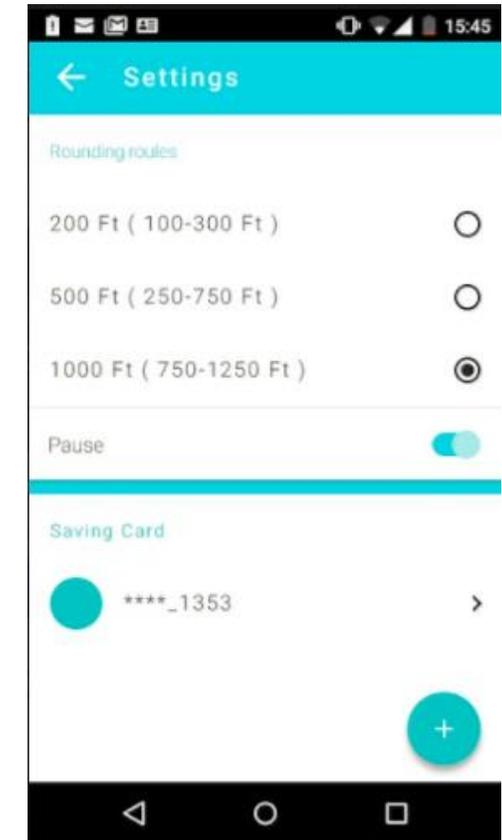
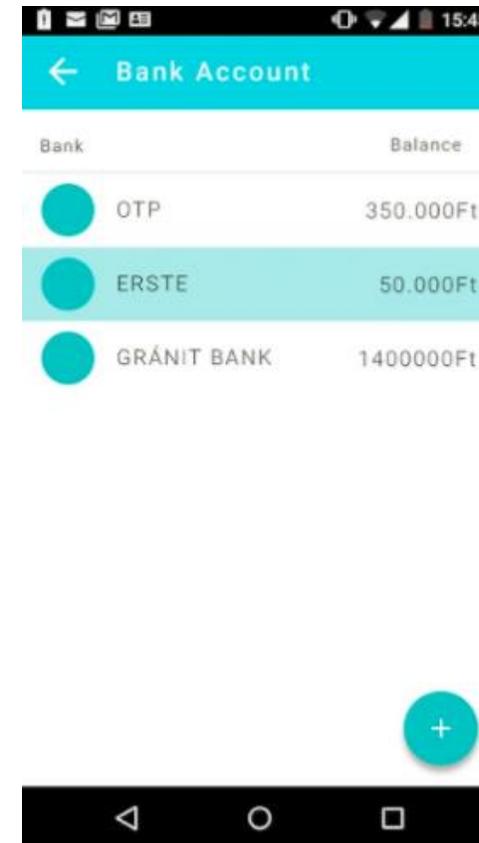
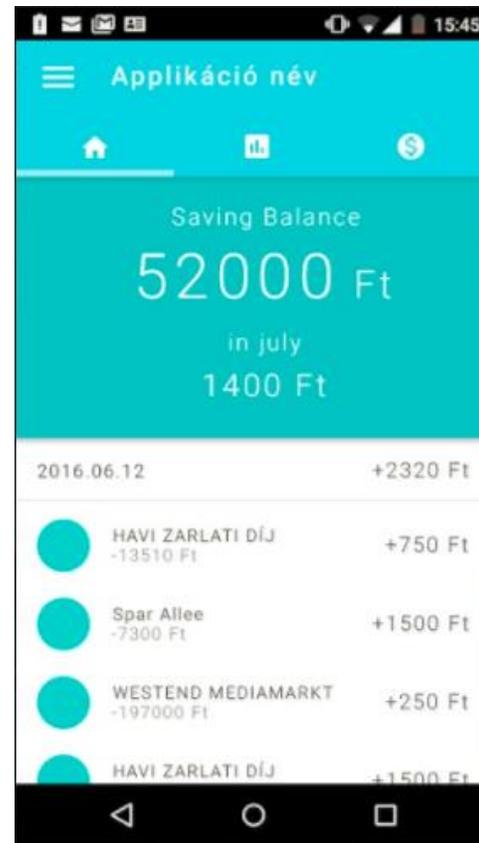
## Main features

- Single-/Multibanking aspect
  - Inclusion of current accounts (default scope)
  - Saving accounts (optional scope)
  - Credit card information (optional scope)
  - Consumer loans (optional scope)
  - Current availability: 9 HU banks (#10 under implementation)
- Desktop and/or mobile application
- Automated categorisation and visualization of expenses and incomes

**PFM 2.0: The multibanking approach provides a holistic picture about the customer's financial situation**

## Microsavings

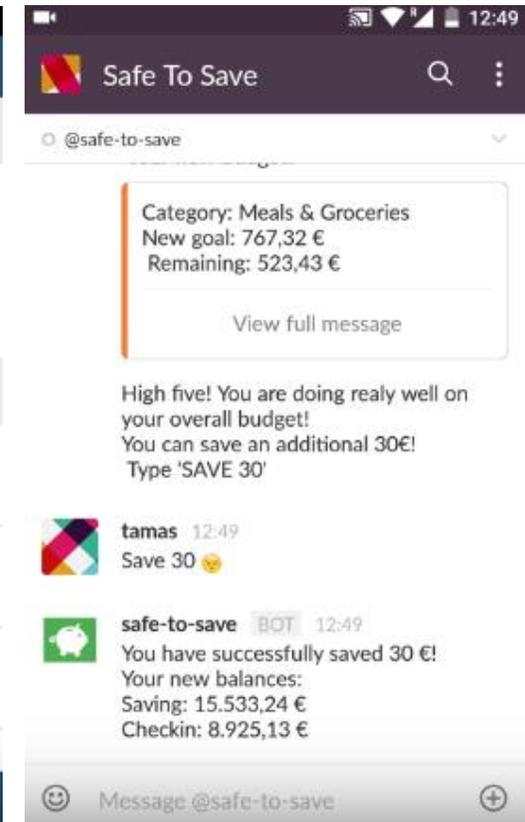
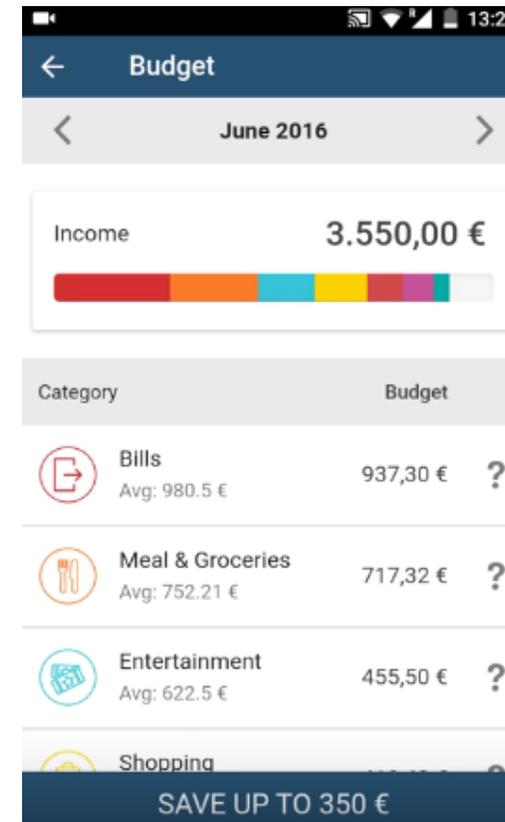
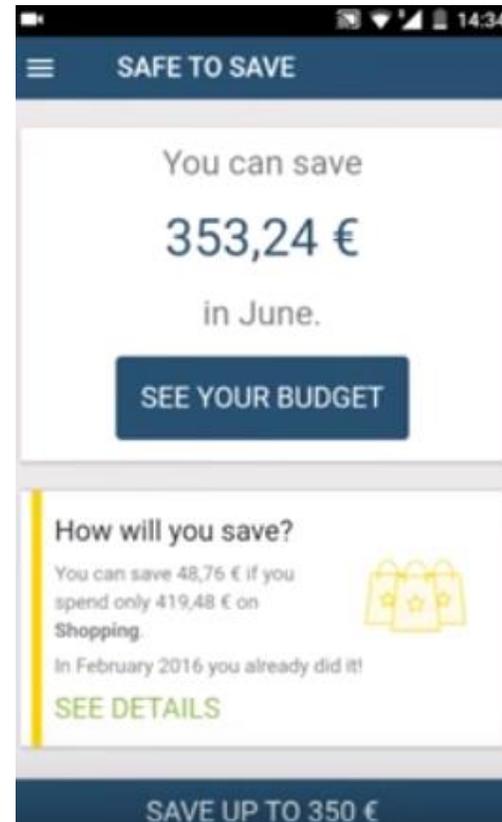
- Regular and automated savings (auto-transfer)
- Usage of low-cost funds
- Easy-to-use: via app and/or chatbot
- Round-up/percentage-based investment
- Set up of saving goals
- **Scope:** millennials/tech-savvy people



PFM 2.0 Optional features: microsavings app

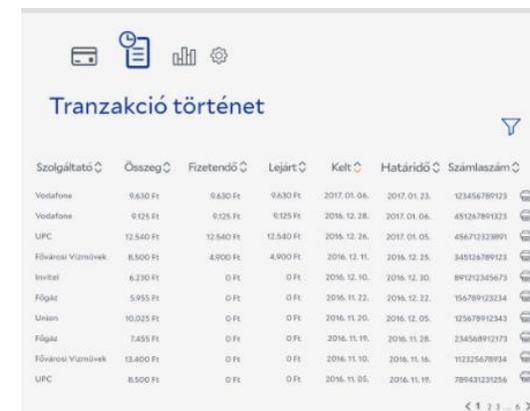
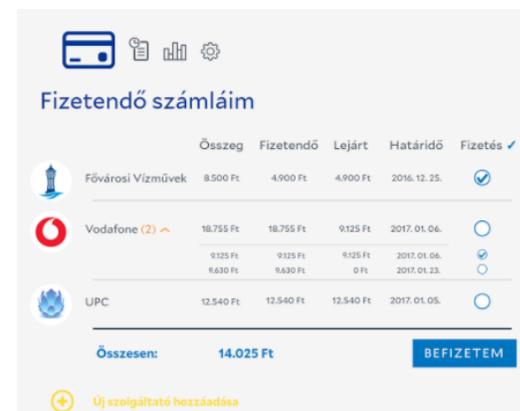
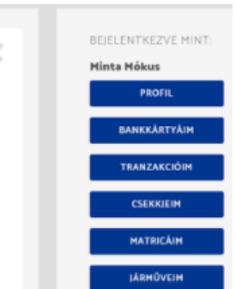
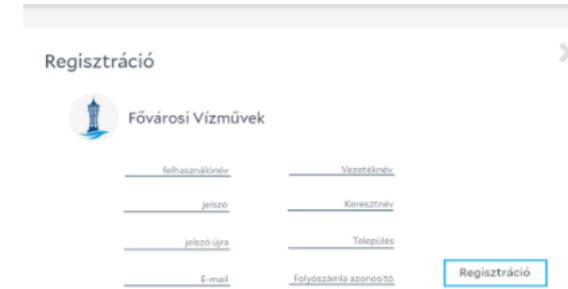
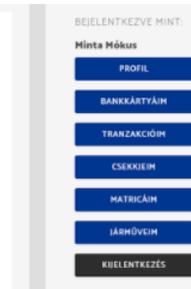
## Smart budgeting

- Automated saving based on historic spending pattern
- Saving blocked at „start of the month” to avoid overdraft (excess of budget)
- Set up of saving goals
- Chatbot-integration
- **Scope:** primarily millennials



## Bill payment

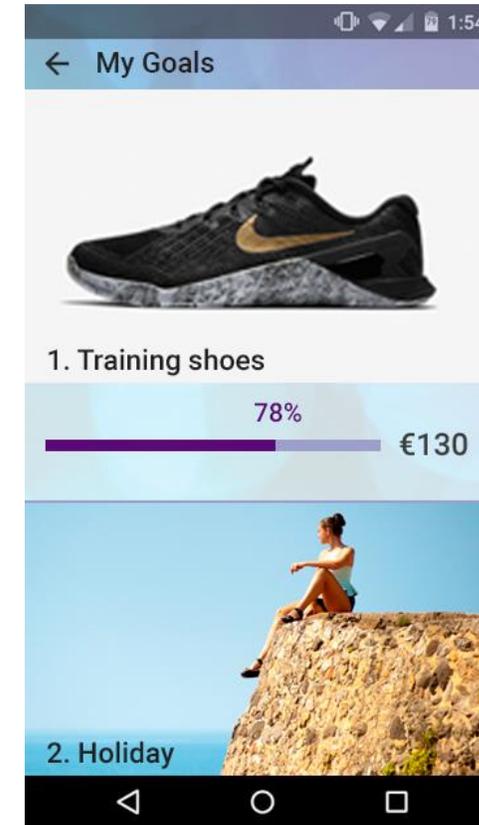
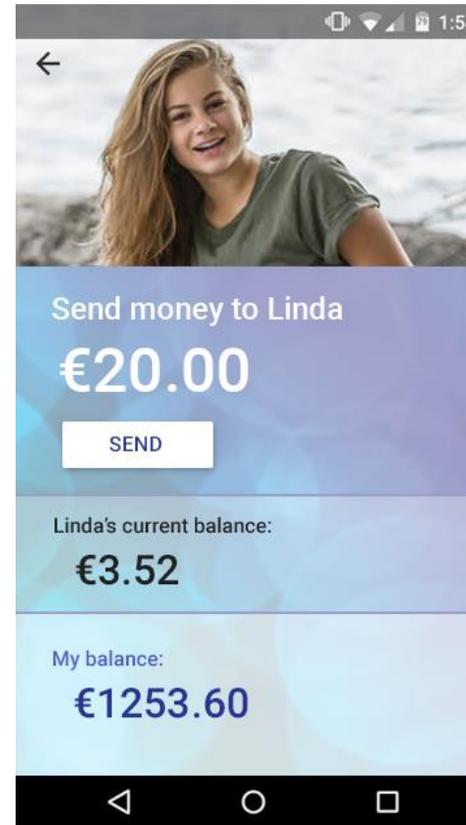
- Utility bill payment app
- Automated synchronization of bills
- Transaction history
- Visualization of bill expenditures
- Current coverage: ~10 utilities in Hungary
- **Scope:** everone



# PFM 2.0 Optional features: bill payment

### Pocket money app

- Digitalized pocket money management
- Better parental control
- Dedicated account for parents and children
- Prepaid debit card for each child
- Educational material to increase financial consciousness



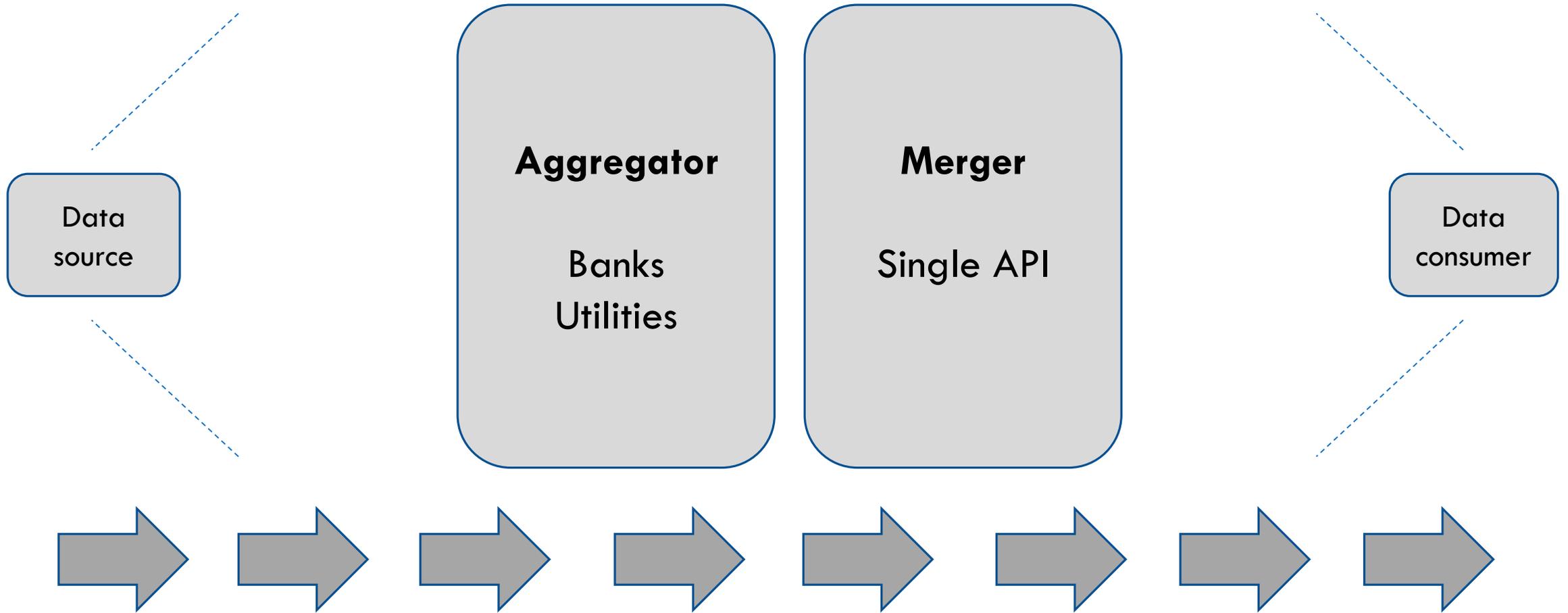
PFM 2.0 Optional features: pocket money app

agg8.io

agg8.io – Financial Data Aggregator



Problem



**API Aggregator = Multi-Banking**

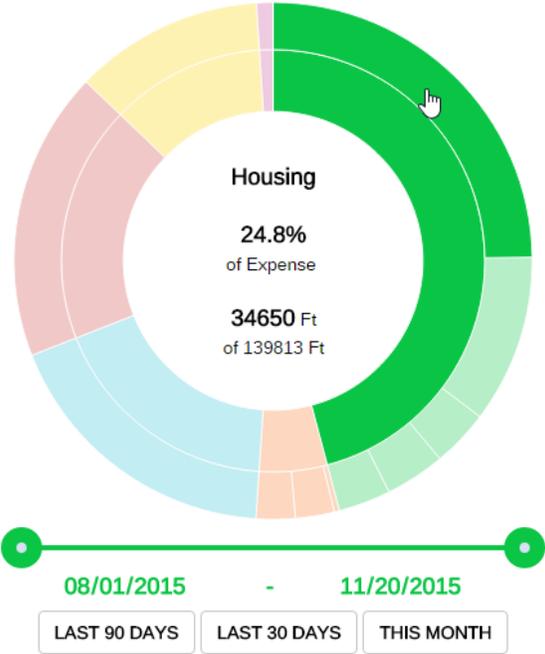
**Auto-  
Categorization**  
  
- PFM  
- Accounting



spotlight2@test.com ▾

- REGISTRATION
- BANK ACCOUNTS
- BANK SYNCH
- CHARTS**
- CASH
- FULL PICTURE

<b>Expense</b>	<b>-139813 Ft</b>
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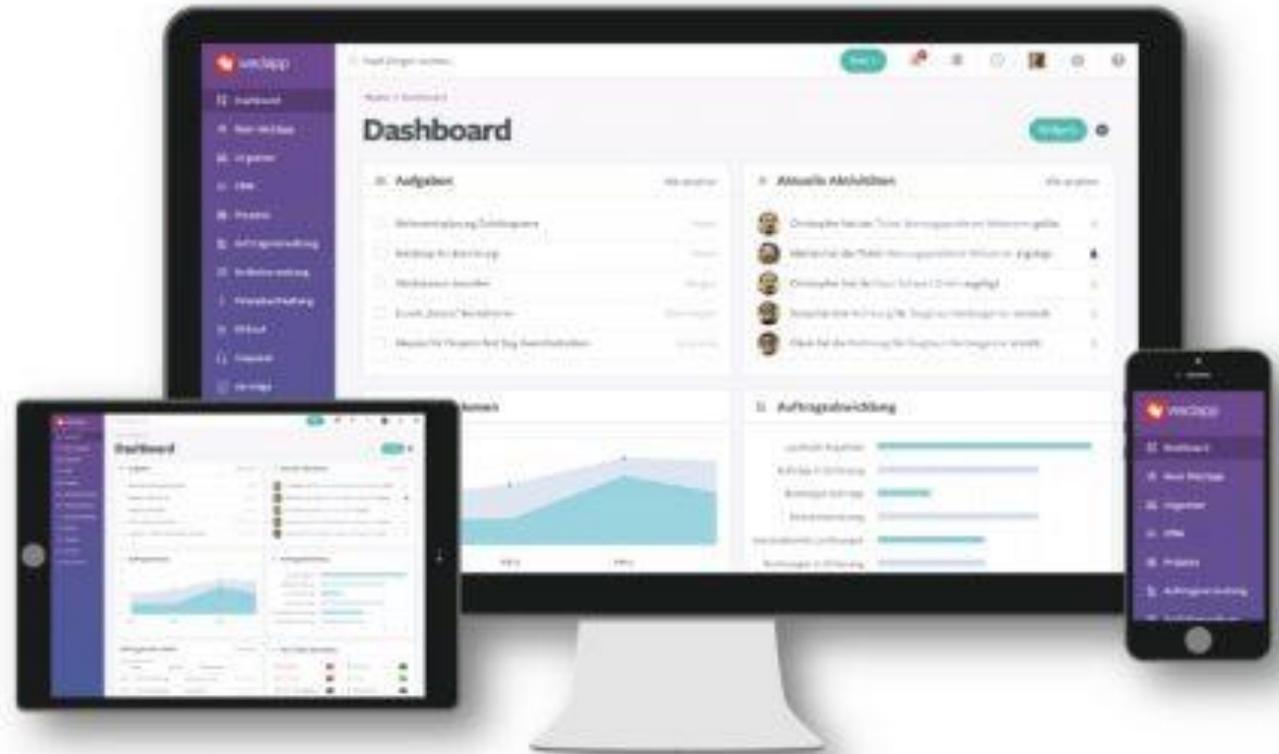


- 🕒
- ☰
- GRÁNIT BANK 1
- OTP 1
- WALLET

# Aggreg8 Intelligence Services

# Invoice Matching

- SME Invoicing



Aggreg8 Intelligence Services

# Account & Address Verification

- Account  
opening



Aggreg8 Intelligence Services

## Income Sources Detection

- Personal loans
- Commercial loans



Aggreg8 Intelligence Services

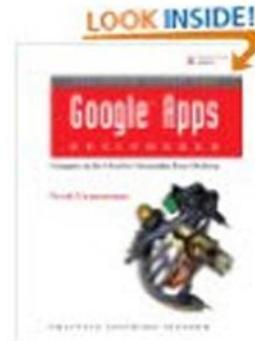
## Peer Groups

## Recommendation Engine

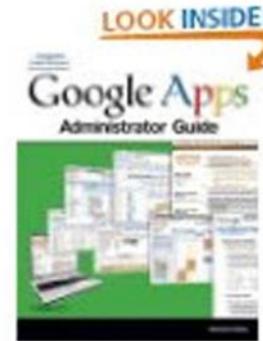
amazon.com

Recommended for You

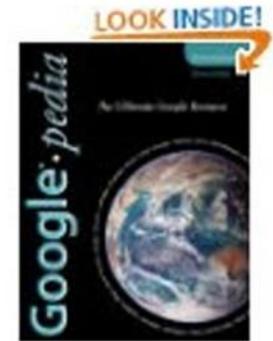
Amazon.com has new recommendations for you based on [items](#) you purchased or told us you own.



[Google Apps  
Deciphered: Compute in  
the Cloud to Streamline  
Your Desktop](#)



[Google Apps  
Administrator Guide: A  
Private-Label Web  
Workspace](#)



[Googlepedia: The  
Ultimate Google  
Resource \(3rd Edition\)](#)

Aggreg8 Intelligence Services

## Development status

- **Banking data aggregator**
  - Covering 9 banks in Hungary
  - #10 (CIB) under implementation
- **Utility data aggregator**
  - Covering 7 utilities in Hungary
  - Telekom, Telenor, Vodafone
  - Elmű, Főgáz, UPC, Digi
- **Regional expansion: Romania**

## Business status

- **Utility-aggregator to bill payment system**
  - Partner: leading retail bank of Hungary
  - Planned go-live: Q1/2018
- **Validated uses cases with online invoicing platforms**
- **Other use cases under negotiation and expected in H1/18**

**Current status: validated use cases in Hungary, regional expansion into Romania first**

**fintechblocks**

**FintechBlocks – Open banking innovation platform**



# Threats in Banking



**Regulatory pressure to open up**



**Business pressure to innovate**



Fear of becoming a utility provider..



... like telecoms



What happened with telecoms?



What happened with telecoms?



## **App Stores**

**Many new solutions  
& evolution**

## **Extreme Targeting**

**Massive amounts of  
behavior data**

Why were platforms better?



TransferWise

 LendingClub

 wealthfront

Competition: Special areas first

# Unbundling of a European Bank

The image displays a central screenshot of the HSBC website, surrounded by a dense collection of fintech and banking logos. Yellow arrows indicate the mapping of these external services to specific features on the HSBC site:

- International money transfer:** Connected to logos like *transferGo*, *worldremit.*, *azimo*, *monni*, *Money Dashboard*, and *Capital*.
- Our lowest ever loan rate:** Connected to *auxmoney*, *lendstar*, and *TransferWise*.
- Find a mortgage:** Connected to *fruitful*, *Lendico*, *prêt d'union*, *LENDING WORKS*, *zopa*, *Bondora*, *borro*, *ffrees*, *osper*, *CENTRALWAY*, *SQUIRREL*, *nutmeg*, *wikifolio*, *tink*, *etoro*, *SavingGlobal*, and *borro*.
- Other services:** *LANDBAY* (Property Partner), *wonga*, *Spotcap*, *CBINSIGHTS*, *sum up*, *adyen*, *Klarna*, and *CurrencyFair*.

Competition: Every area + Big Tech



What can banks do?

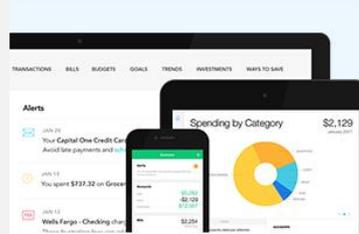


TRUST

Become curators

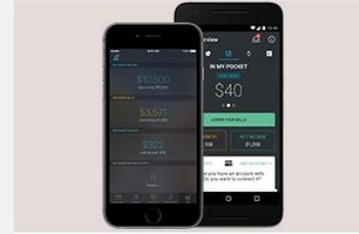
## Categories

- Bitcoin (2)
- Investment (4)
- PFM (5)
- Payment (6)
- Pocket Money (2)
- Savings (7)



### Mint

Mint helps you effortlessly manage your finances in one place.



### PocketGuard

Track spending, save money, be financially healthy.



### Wally

Control your money seamlessly.



### Wyze

Full picture in your finances, automatically.

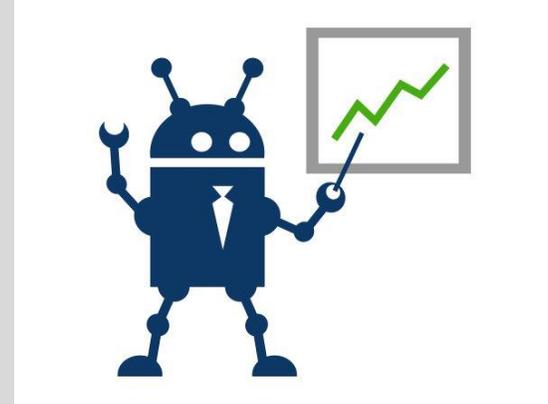
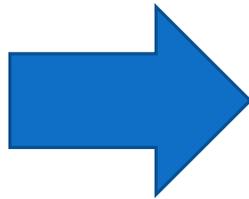


### YNAB

Gain total control of your money.

# Become curators – Open App Stores

**Big Fintech  
Behavior Data**



**Smart, Targeted Advice**

**Become curators – Extreme Targeting**

**fintechblocks**

**Open Banking Innovation Platform**

**FintechBlocks**

BETA  
**OPEN BANKING**

THE *Berlin* GROUP  
A EUROPEAN STANDARDS INITIATIVE



FintechBlocks – Open Banking



**Fintech API  
Marketplace**



**Private API  
Cloud**



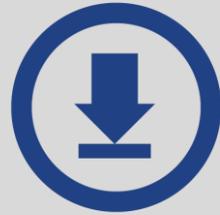
**Modern**

**Same platform used at  
Big Tech**

**FintechBlocks – Innovation**



**Fintech API  
Marketplace**



**Plug-and-  
Play**



**Fintech App  
Store**



**API  
monetization**

**FintechBlocks – Platform**

# Welcome to the MKB Marketplace

Discover fintech applications



Examples: saving, investment, pocket money,...

## New Apps



Wyze.me focuses on giving up-to-date, at-a-glance financial health information by aggregating data from multiple financial accounts including bank and investment accounts, retirement plans, healthcare spending accounts and cash. These aggregated financial transactions, recurring expenses and one-time cash expenses are automatically categorized to help the user set budgets and saving goals.



[More Applications](#)



📍 YOU ARE HERE: Apps > PFM

## Categories

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---

- Investment (4)

---

- PFM (5)

---

- Payment (6)

---

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---

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YOU ARE HERE: Apps > PFM > Wyze.me

## Wyze.me

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[Details](#)   [How it works](#)   [FAQ](#)

Wyze.me focuses on giving up-to-date, at-a-glance financial health information by aggregating data from multiple financial accounts including bank and investment accounts, retirement plans, healthcare spending accounts and cash. These aggregated financial transactions, recurring expenses and one-time cash expenses are automatically categorized to help the user set budgets and saving goals.



**API**

**(AIS, PIS, PIIS)**



**Strong  
Customer  
Authentication**



**API Docs &  
API  
Explorer**

**FintechBlocks – Bonus: PSD2 Compliance**

## Fintechs

- Want to partner with banks
- Sell to multiple banks with Open Banking integration
- Have REST APIs



We need partners.

## Banks

- Innovate faster like Big Tech
  - Use fintech innovations
  - Have an App Store
- Comply with PSD2 (optional)
  - Monetize APIs.



We need partners.



György Mudri  
CEO @ FintechBlocks

w [www.fintechblocks.com](http://www.fintechblocks.com)  
e [gyorgy.mudri@fintechblocks.com](mailto:gyorgy.mudri@fintechblocks.com)  
m +36-70/949-9795