



SWISSFINTECHLADIES

PASSIONATE ABOUT CO-CREATION IN TECH AND FINANCE



Swiss FinTech Ladies

The Swiss FinTech Ladies create a sustainable **ecosystem** to thrive. We support diverse leadership perspectives to adapt to disrupting markets in the digital age.

We are a membership and a business intelligence organization

- Together with other women, Karen Wendt founded the association in July 2018.
- As of today, SFTL has 150 individual Members and 10 Corporate Members (Q2 2020).
- We offer
 - ▶ Networking, Community of practice and Services for individual and corporate members
 - ▶ Advisory and business intelligence research to corporate members on diversity, inclusion, co-creation and coopetition
 - ▶ Planned new membership area, Corporate Membership + and career platform to scale the value for our members
 - ▶ Scientific Research
 - ▶ (Male Ambassador Network to leverage, co-create and cooperate



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Once Upon a Time...

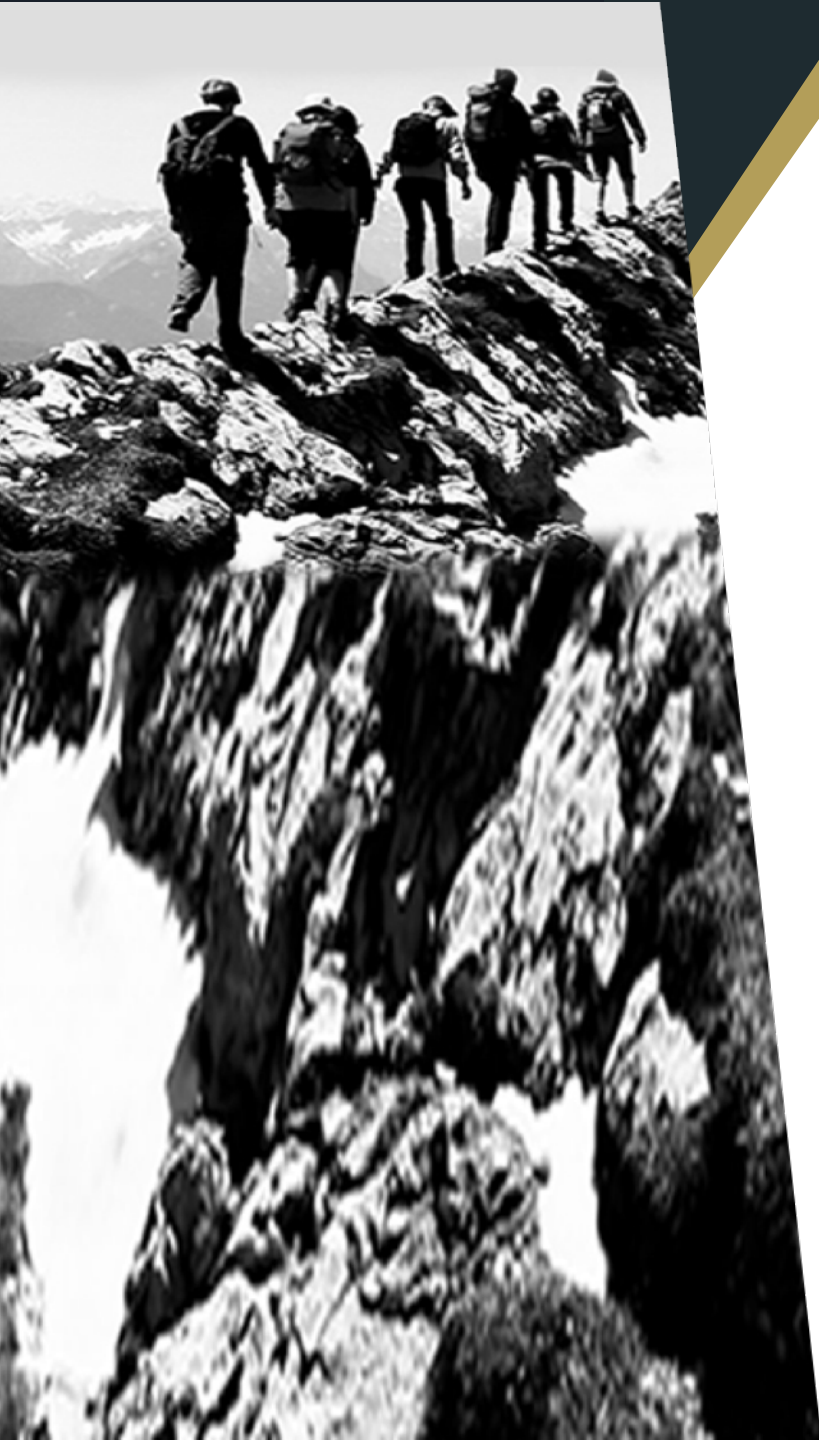


Getty Images

Then we talked a lot...



unsplash.com



Let's walk the talk together...

We Thrive Diversity

Co-Creation



Coopetition

Stronger Together



Co-creating and Coopetition

- Diverse teams make better decisions, as empirical research shows.
- Today, according to the Financial Times there are only 15% females in Tech, 20% in Finance and 7 % females in Fintech and Blockchain.
- We want to overcome unconscious biases and aim for 30 % Women on Boards of Finance, FinTech, Blockchain and Tech Corporations by 2030.
- Anti-fragility is the key to success in a VUKA-environment, characterised by volatility, uncertainty, complexity and ambiguity.
- We push the envelope taking the SFTL-movement beyond diversity co-creating anti-fragility.



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SFTL-Ecosystem



We Thrive Diversity

Co-Creation



Co-opetition

Stronger Together

Co-Creating
Stakeholders:

100 Women in FinTech,
Female Founders
Institute, Female
Founders Association

Corporate Partners:
CVVC, FEA, Springer

Media Partners:
CNN Money, CV Journal

Co-Contributors:
Start Global HSG, SEB
Academy, Advantage
Austria, Her Career

Ambassadors, Scientific
Council and Partners



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Women in Sustainable FinTech 2020: “Closing the Funding Gap”

Karen Wendt- Host and Moderator
Co-founder & President SFTL

Karen is a serial entrepreneur, scientist and editor of the sustainable finance series. She has been awarded “investment banker” of the year 2020 by Prestige Awards, London and won the Financial Times “Sustainable Finance Award” in 2007. Karen has accumulated investment banking experience in leading positions over 20 years.



Canada

 Springer
science+business media

CV
VC

 SWITZERLAND
GLOBAL
ENTERPRISE
enabling new business



Why Now?

- VUCA-environments and disrupted economies ask for anti-fragile strategies.
- The professional world understands the advantage of anti-fragility.
- Empirical evidence supports the claim that diverse teams are significantly better in:
 - recognising opportunities
 - assessing scenarios more realistically
 - analysing future impacts robustly and managing risks-adjusted returns better
- This is the basis of sustainability
- Because it's time to act and walk the talk if you want to have the best team working for you.



Our Ecosystem brings

- Men and women together for coopetition and co-creation
- Change through
 - Business Intelligence on Diversity TM
 - Consulting and coaching for and in organisation
- Networking opportunities through:
 - Yearly Flagship Event: Women in Sustainable FinTech
 - Partner Events such as Her Career Fare, Vienna up, CVVC, Davos WEF Lunch
- Supports and educates with
 - Virtual Office Hours, 360 Degree Coaching, Publications, Webinars
 - Mentorship Programmes
 - Tailor Made Research for Corporate Members +



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Project strategy & executional plan

Leverage
movement

Subscription to our Business Intelligence (Think Tank)

Implement

Scientific and business partnerships

Connect the
Dots
organic
growth

From diversity to sustainability

Create
Ecosystem

Cooperation with think tanks and business associations

Scale Out:
organic
growth

Double memberships with other organisations

Scale Up:
organic
growth

Member base expansion



Scale-Up

- **We educate:** our professional community makes a difference in FinTech, Finance, Tech and Digitisation. We offer free coding course diplomas (MOOC), and educational webinars, virtual offices hours, coaching and mentoring
- **We innovate and implement:** We provide you with tailor made business intelligence and help you to connect the dots through research in order to support our Corporate **M**embers + in decision making for diversity. We support our partners in open banking, open finance, blockchain solutions, digitalisation of companies and exponential tech, expanding the Swiss Crypto Valley.
- **We instigate: We make females in the field visible.** Female professionals, entrepreneurs and experts contribute in planting the seeds for the entrepreneurial trees of the future, offering know-how capital, social capital, built capital and co-initiate fundraising



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We are a Membership and A Business Intelligence Organization

Data Driven
Change

Subscription to Business Intelligence Corporate
Membership +

Think Tank

Connecting /cooperation with other Think Tanks

Scientific
Council

With our Science Partners we connect the dots

Organisation
level

Publications & Research papers, CV Journal papers

Professional
Level

Corporate Memberships

Ecosystem

Our Ecosystem approach lays the ground for cooperation

Think Tank
Clients

Members

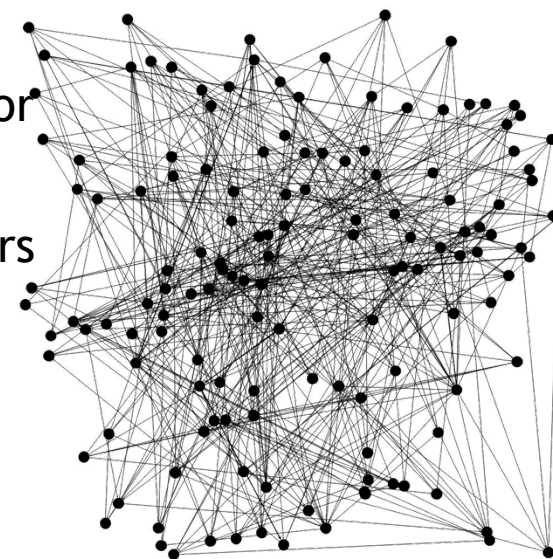


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Business Intelligence Subscription Model Corporate Membership +

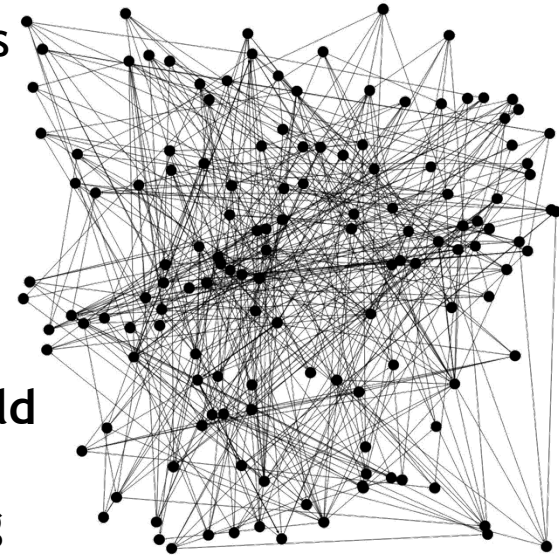
- We believe in data driven change. Often the data has to be created to support new visions of diversity.
- We offer to Corporate Members + our Business Intelligence Research for a subscription fee.
- For 9000 CHF subscription fee p.a. we provide research to our members on implementing change: diversity, ecosystems, sustainability, digitalisation and blockchain topics including leadership.
- We also research and write scientific papers for you.
- We provide you **Digital Leadership Trainings (see our brochure)**.
- You have your vision of change and we provide you with the relevant data points with our data driven business intelligence **(in coordination with our scientific council)**.





SFTL Scientific Council (SFTLSC)

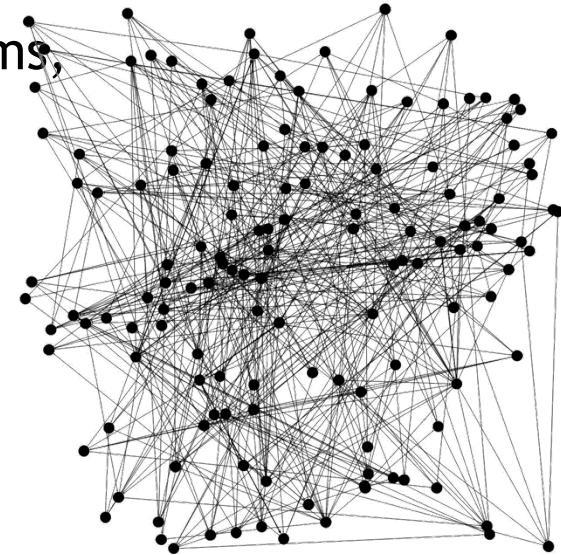
- We bridge science and business to actively shape the future of work
- We help you with data driven research in your decision making process
- We specialise on implementing theories of change and the fourth Industrial Revolution.
- The Research and Educational work is supported by SFTL Scientific Council.
- Our Scientific Council consists of leading scientists around the world supporting us in topics such as digitalization, leadership, diversity, blockchain, future business models, business foresight, data mining and leverage point analysis. The scientist also have contributed to Theories of change and The fourth Industrial Revolution.





Corporate Membership +

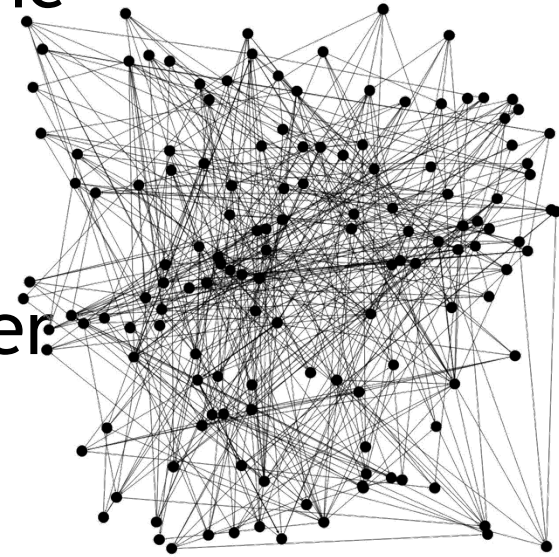
- 8 individual Memberships
- One (4 hours) inhouse Training per year on diversity, ecosystems, antifragility, digital Leadership, future business models, digital transformation, sustainability.
- 1 mentor - mentee matching.
- Platform for your Employer Branding
- 1 prestudy p.a.
 - > Problem Definition,
 - > Scoping Report (Prioritization and Process Recommendation),
 - > Presentation of Results





Corporate Membership

- 8 individual Memberships for 600 CHF p.a. (one voting right)
- Promo codes for SFTL and partner events
- Presentation as new member in our newsletter with details about business model and value for members
- Access as author to CV Journal under our SFTL-publication umbrella





By the Way

- We are looking for a grant of 200 k.
- What we want to do?
- Raise awareness and create momentum to reach the leverage point in less time



What we want to set up with CHF 200K

- **Membership Development:** scale up from currently 150 to 1500 members, by creating the ecosystem hub and its projects
- **Development Ecosystem Hub:** agile project management unit and strategic management unit for implementing the following projects
- **Mentorship Program:** we enthuse and match corporate leaders as mentors for women seeking mentorship. As executive coaches they share their knowledge for free thus democratizing mentoring. (360 degrees coaching as an antecedent product)
- **Strategic Content Marketing:** Create strategic content to increase visibility of women in fintech, finance and blockchain for more exposure to investors and employers.
- **Research Projects (ie. Green Swan):** instigate research stream on women in MINT profession, leverage point analysis, anti-fragility, diversity, regenerative capitalism and preconditions for sustainable societies
- **Platform development:** members area for setting up working groups and projects



Project Schedule - Gantt Chart

SFTL

Month: M1= July 2020

| Working Package | Titel | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | M13 | M14 | M15 | M16 | M17 | M18 | M19 | M20 | M21 | M22 | M23 | M24 |
|-----------------|--|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| WP1 | Membership Development | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2 | Developemt Ecosytem Hub | | | | | | | | | | | | | | | | | | | | | | | | |
| WP3 | Mentorship Program | | | | | | | | | | | | | | | | | | | | | | | | |
| WP4 | Strategic Content Marketing | | | | | | | | | | | | | | | | | | | | | | | | |
| WP5 | Research Projects (ie. Green Swan) | | | | | | | | | | | | | | | | | | | | | | | | |
| WP6 | Platform development | | | | | | | | | | | | | | | | | | | | | | | | |
| WP7 | Investor Relations & Partnership program | | | | | | | | | | | | | | | | | | | | | | | | |

- already happening
- mimimum viable product, but professional project management missing
- planned projects, not realised



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SwissFinTechLadies THANK YOU and welcome you to

Women in Sustainable FinTech 2020



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