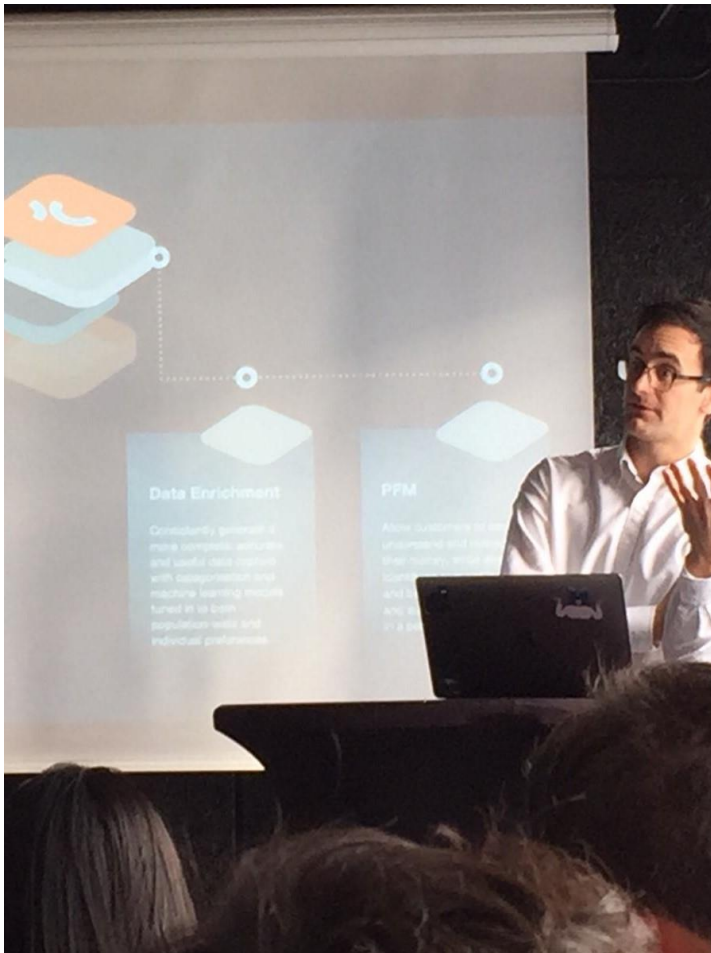


From banks to customers

How Tink found its niche in modern banking



There is a big power shift from banks to customers. Christophe Joyau, VP of Sales at Tink, explained us that in the past the customer had to convince the bank while for example applying for a bank loan. With the rising competition in banking, the customer has many different options and gets more and more powerful. While dozens of fintechs are created everyday, it gets harder and harder to be profitable in banking. So the central question is: how can you be a successful startup in banking?

Tink started, like so many others, as a B2C banking service. However, they soon realized that it's hard to compete in the fintech scene. So they pivoted from B2C to B2B services and found a niche in providing online banking infrastructure for both fintechs and established banks. Understanding the growing importance of the customer and his user experience, they now offer data-driven and personalized banking solutions on a cloud-based platform with a single API integration. In the past, banks basically developed their website and app infrastructure on their own. With Tink's solution banks and fintechs are able to learn sector-wide from each other and offer a better, smarter and more personalized banking service.

In only 6 years, Tink scaled up to 150 employees, rapidly expanding throughout Europe. All in all, it was great to listen to Christophe and find out how Tink found its niche in modern banking.

Group 4

MiM programme - IoT specialization