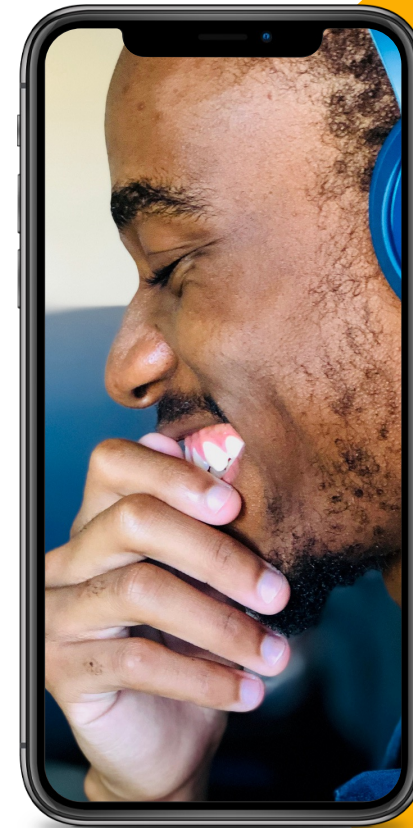


NFO 1.0 & How to Get Involved

Q4 2022



Are we in the Golden Age of Financial Technology?

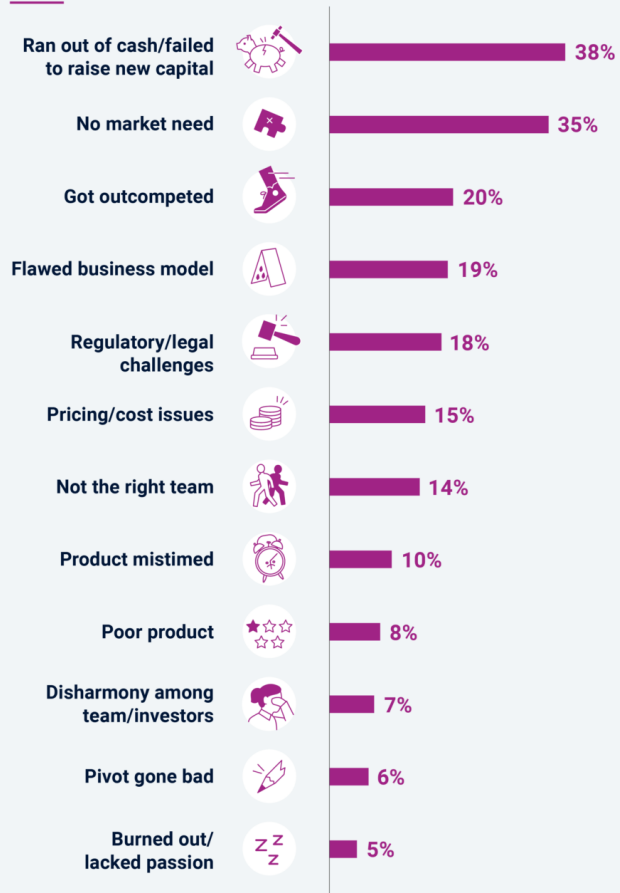
Fintech is helping the financial services industry:



Improve Operational Efficiency, Lower Risk & Grow		Advance Financial Health for Consumers & Businesses		Provide Better Experiences & More Choices


NFO = Providing fintech leaders with insights to further their businesses by providing resources and networking.

Top reasons startups fail



Note: Based on an analysis of 111 startup post-mortems since 2018.

Within a highly regulated, hyper-competitive environment, Fintech businesses face more challenges than most, as such...



“NFO provides original and curated content that addresses the unique business needs of fintechs and those that have a vested interest in their success.”

Don Parker, MX





OUR MISSION

To enable and empower early-stage fintechs with a better way to drive innovation, accelerate growth and advance the industry.


OUR GOAL

To provide critical information, insights, continuing education and access to the people that can help fintechs grow and thrive.



OUR VISION

To serve and support those who create technology, platforms and/or business models that challenge traditional approaches to providing financial services.



Business Formation & Management

- Human Resources
- Office of CFO
- Administration

Financial Valuation

- SAFE notes
- Convertible notes
- Debt
- Valuation
- Crowdfsource

Customer Discovery

- MVP
- Value proposition
- Sales strategy & repeatable sales process
- LEAN Canvas

Functional

- Payments (B2C, B2B)
- Banking basics
- Open banking
- Defi
- Lending – direct, indirect, commercial

Sales

- Build a sales organization
- Digital sales
- Comp structures
- Digital marketing
- Inside sales

Regulation & Compliance

- Payments regulations
- Banking regulations
- Other

NFO Educational Pillars

Fintech Ecosystem

- Field of play across all sectors
- Community banking
- Property/Casualty
- Wealth/RIA
- Payments
- Alternative Finance

NFO Educational Roadmap

Short-Term



Identify and Curate High Quality Educational "Freemium" Content

Mid-Term



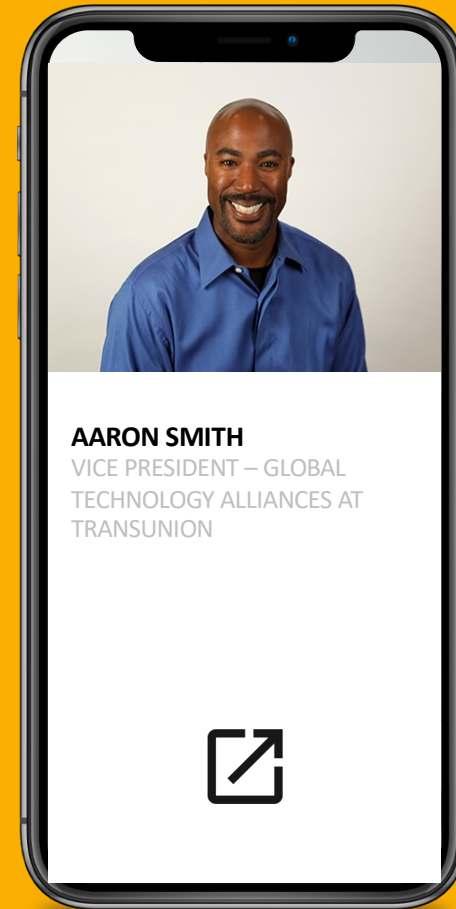
Offer Targeted Webinars with NFO experts, Establish Initial Educational Partners

Long Term



1-2 Educational Partners with NFO Revenue Share

“It’s in the financial industry’s best interest to help fintechs succeed. NFO provides resources and educational opportunities that should help fintech executives to better navigate inflection points in their businesses.”



NFO 1.0

RESOURCES

- 7 Business-focused Educational Pillars
- Original Content
- Curated Content



GROWTH GARAGES (EDUCATIONAL EVENTS)

- Monthly, began with May
- Mostly Woman-led
- 800+ registered (W/I first 3 events)



PUBLISHING

- FinXTech-managed monthly newsletters
- Est. Jan. 2022



LIVE EVENTS Q4

- Nashville Dinner
- Austin Mixer (This Week in Fintech)



2023 PLANNING

- Memberships
- Non-sponsor revenue
- Secure new sponsors



2022 LAUNCH



How to get involved

https://nationalfintech.org
Contribute to NFO Resources
Watch and recommend "Growth Garage's"
Consider Hosting a Local NFO Event
NFO Newsletters (sign up or contribute articles)
Sponsor
Partnerships for Education



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