

## WEEKLY ONLINE MEDIA DIGEST

#4 06.04.2015 — 12.04.2015

[Previous digests](#)

### ONLINE AND MOBILE FINANCIAL SERVICES



**Philippe Gelis, CEO at KANTOX: Why Fintech Banks Will Rule The World?**  
Last week, I had the opportunity to present Kantox and my vision of Fintech in front of around 150 bank executives from Northern Europe. After my pitch, we had a Q&A round, and one more time I had proof that bankers are not expecting at all what will happen in the next 10 years.

<http://fintechranking.com/2015/04/08/why-fintech-banks-will-rule-the-world/>



Square is in the process of building up a series of products and services that use its payments platform as a foundation. The latest, launching today, is an email marketing tool gives physical businesses the same advantages of online stores. Square.Marketing is a set of tools that lets brick and mortar businesses act more like online retailers when it comes to setting up — and tracking the effectiveness of — marketing campaigns.

<http://fintechranking.com/2015/04/08/square-brings-accountability-to-email-marketing/>

**READ MORE**

<http://goo.gl/Y42PDO>

Read in Russian: <http://goo.gl/gf6I9U>



Commonwealth Bank of Australia expects tens of thousands of its new Albert point-of-sale devices to appear in Australian restaurants, cafes and retail stores, transforming payments and gathering richer data.

<http://fintechranking.com/2015/04/01/commonwealth-bank-of-australia-to-sell-new-albert-payments-device-to-global-banks/>

**READ MORE**

Read in Russian: <http://goo.gl/BPtBhf>

Site: <http://goo.gl/GTQLrn>

Product design of POS by IDEO: <http://goo.gl/YWMfSA>

**BI: THE PAYMENTS INDUSTRY EXPLAINED: The Trends Creating New Winners And Losers In The Card-Processing Ecosystem.**

<http://fintechranking.com/2015/01/27/the-payments-industry-explained-the-trends-creating-new-winners-and-losers-in-the-card-processing-ecosystem/>



BBVA Compass goes live with real-time payments. Real-time is here for everyone and there's no turning back. It's not just an idea. FiSync allows money to move like you'd expect it to: instantly. Dwolla's FiSync protocol facilitates secure real-time payments that bypass traditional networks. Transactions initiated via FiSync are fast, secure, and available now through BBVA Compass.

<http://fintechranking.com/2015/04/08/bbva-compass-goes-live-with-real-time-payments/>



Pando Daily has interviewed Max Levchin, co-founder at PayPal. The editor talked to Levchin about his tend to quantify everything and how it helps in life.

<http://fintechranking.com/2015/04/07/max-levchin-why-dont-we-have-needles-embedded-in-our-skin-tracking-everything/>

**READ MORE**

Read in Russian: <http://siliconrus.com/2015/04/levchin/>



Swatch is one of the first manufacturers of traditional watches to add NFC. The company intends to challenge Samsung, LG, Sony and other technology companies that have been mass-producing smart-watches with contactless payments for a few years already. Swatch has partnered with China UnionPay, Swiss National Bank and two other service-providers.

<http://fintechranking.com/2015/03/13/swatch-adds-nfc-but-rules-out-full-smartwatch/>

**READ MORE**

Read in Russian: <http://rebanking.ru/swatch-vklyuchaetsya-v-gonku-za-bezkontaknyie-platezhi/>



Russian investment firm LifeSREDA.VC, which recently shifted its headquarters from Moscow to Singapore, is launching a Singapore-based fintech accelerator programme called InspirAsia.

<http://fintechranking.com/2015/04/09/life-sreda-announces-inspirasia-fintech-accelerator-for-singapore/>

**READ MORE**

<http://goo.gl/J0b2wV>



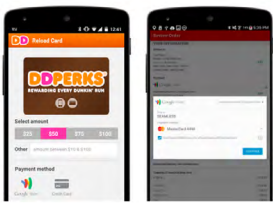
When Square bought food delivery startup Caviar last summer, it seemed like a strange acquisition for the payments company. But over time it's become clear that Square is committed to competing in the increasingly crowded food-delivery segment. Thanks to its recent acquisition of San Francisco-based food delivery startup Fastbite, it's adding a whole new option to Caviar that will reduce the cost of meals and time customers spend waiting for them to be delivered. Fastbite was founded with the idea of offering low-cost meal options — generally around \$10 each — that could be delivered in about 10 minutes.

<http://fintechranking.com/2015/04/09/square-acquires-fastbite-to-add-cheap-fast-meals-to-caviar/>



New fintech-unicorn — Prosper! Online peer-to-peer lending platforms have surged in popularity by connecting people who want to borrow directly with people who want to lend. And now banks want in on the action. On Wednesday, San Francisco-based startup Prosper announced a new \$165 million round of financing led by Credit Suisse NEXT Investors, and which included participation by J.P. Morgan Asset Management, SunTrust Banks and USAA, among others. The new funding raises Prosper's valuation to \$1.865 billion—making it eligible to join the elite club of «unicorns».

<http://fintechranking.com/2015/04/08/new-fintech-unicorn-prosper/>



Google has been stepping up its game in mobile payments the last several months, buying Softcard's point-of-sale tech and making some international advances for its money transfer service. Today it's adding another crucial piece to mix: some key integrations with merchants and merchant platforms. Customers that use Android apps from Dunkin' Donuts and Seamless, and merchants that build online stores through Shopify, will now all be able to access Google Wallet to make and accept quick payments.

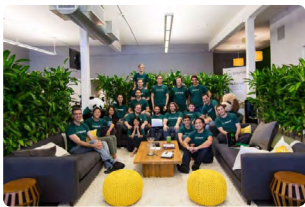
<http://fintechranking.com/2015/04/09/google-wallet-adds-new-integrations-with-shopify-seamless-dunkin-donuts-and-more/>

**READ MORE**

<http://thenextweb.com/insider/2015/04/09/google-wallet-now-covers-seamless-purchases-and-is-supported-in-shopify-chownow-and-shopgate/>

**Debunking myths around Apple Pay fraud.**

<http://fintechranking.com/2015/04/09/debunking-myths-around-apple-pay-fraud/>



Cloud-based payroll processing startup ZenPayroll has closed on a \$60 million Series B round, led by Google Capital. Emergence Capital Partners and Ribbit Capital also participated, along with existing investors General Catalyst, Kleiner Perkins Caufield & Byers, and Google Ventures. This now puts the total raised at \$86.1 million at a \$560 million post-money valuation for the startup.

<http://fintechranking.com/2015/04/06/google-capital-leads-a-60-million-series-b-round-to-help-zenpayroll-serve-larger-businesses/>



WeFinance, launching today, is the latest startup to use a combination of technology and crowdfunding in order to offer borrowers lower interest rates on loans, while reducing lenders' risk. The new peer-to-peer lending platform operates something like a Kickstarter for personal loans — largely those in the range of \$10,000 to \$20,000, and many of which are being used to help borrowers fund their educational expenses, including tuitions, bootcamps, financial support during unpaid internships, and more.

<http://fintechranking.com/2015/04/07/wefinance-offers-a-crowdfunded-alternative-to-student-loans-and-more/>



An Internet of money. That's the dream. Through bitcoin and other digital currencies, so many activists, entrepreneurs, and opportunists are chasing the dream. They envision a world where we can trade money as easily as we trade data, where anyone can send and receive currency from any machine on earth, where our financial system is controlled not by big banks or big government but by the people. The trouble is: we need a way ensuring that the people can be trusted, that this vast network of machines can reliably keep track of our money, that no one can game the system and make off with money that isn't rightful theirs (or, at least, that no one will game things too easily). Bitcoin tackles this issue using a rather elaborate online system where people build specialized computers, or «mining rigs», that do little more than solve random math problems all day long.

<http://fintechranking.com/2015/04/08/an-algorithm-to-make-online-currency-as-trustworthy-as-cash/>



Buttercoin, a bitcoin exchange startup backed by Y Combinator and Google Ventures, is closing its doors this month after failing to raise new investment.

<http://fintechranking.com/2015/04/06/google-ventures-backed-bitcoin-trading-site-buttercoin-is-shutting-down-this-week/>

**READ MORE**

<http://thenextweb.com/insider/2015/04/06/google-ventures-backed-bitcoin-trading-site-buttercoin-is-shutting-down-this-week/>

FreeAgent, the cloud-based accounting software startup that targets freelancers and so-called «micro-businesses», for which it claims to be the leader in the U.K., has raised a further \$5 million in funding — money it plans to use to increase the rate of customer acquisition (read: marketing). This time around, however, the additional capital comes in the form of debt financing from SaaS Capital, which was set up in 2012 specifically to provide «debt-based growth capital» to SaaS companies.

<http://fintechranking.com/2015/04/08/cloud-accounting-startup-freeagent-raises-5m-in-debt-financing/>



## INSPIRASIA

e27.co is excited to break the news that international venture capital firm Life.SREDA is launching its brand new fintech-accelerator #InspirAsia in Singapore. Applications are open from today.

<http://fintechranking.com/2015/04/09/life-sreda-announces-inspirasia-fintech-accelerator-for-singapore/>

### READ MORE

Zuckerberg Pozvonit: <http://goo.gl/DVw5A9>

Roem: <http://goo.gl/oUyHbd>



Alibaba Group Holding Ltd (BABA.N) and its financial affiliate accelerated a drive to be a full-fledged Chinese online financial network, with the launch on Thursday of an e-commerce tracking stock index and plans for a June start of an internet bank. Ant Financial Services Group's CSI Taojin Big Data 100 Index is the first of its kind in the mainland, tracking e-commerce activities to gauge firms' performance, and marrying the China internet shopping giant's data troves with its financial services aspirations.

<http://fintechranking.com/2015/04/09/alibaba-steps-up-china-online-finance-network-push-with-new-index-bank/>

### READ MORE

Read in Russian: <http://payspacemagazine.com/alibaba-plans-to-become-online-finance-network.html>

Russian Venture Capitalist Yuri Milner's DST Global has invested over \$200M in Indian cab service Ola Cabs.

<http://fintechranking.com/2015/04/07/yuri-milners-dst-global-invests-over-200-million-in-ola-cabs/>

### READ MORE

Read in Russian: <http://siliconrus.com/2015/04/ola-dst/>



Snapdeal, the SoftBank- and eBay-backed online commerce company in India, has completed what it called «one of the biggest acquisitions in the history of the internet industry in India» after it announced the acquisition of online transaction service FreeCharge. The companies are not disclosing a price, but the Economic Times, which first reported on an impending deal last month, previously pegged its valuation at \$450 million. If correct, that would surpass Snapdeal rival Flipkart's purchase of Myntra last year, which we understand was \$330 million.

<http://fintechranking.com/2015/04/08/indian-e-commerce-giant-snapdeal-buys-bill-payment-service-freecharge/>

### READ MORE

<https://www.techinasia.com/snapdeal-acquires-freecharge-mobile-commerce-game-changer-india/>



The rise of e-commerce in India has triggered a wave of startups that are leveraging the increasing adoption of smartphones to provide mobile payment solutions. Alibaba invested in Paytm at an apparent billion dollar valuation earlier this year, and now MobiKwik is the latest to be flushed with new cash. New Delhi-based MobiKwik has pulled \$25 million in funding, led by Singapore-based hedge fund Tree Line Asia. The deal included participation from a couple of interesting strategic investors — Cisco and American Express. Existing investor Sequoia Capital was also in the heavy-hitting Series B round. MobiKwik raised a \$5 million Series A in 2013, and it is targeting a \$100 million Series C which it aims to complete in the second half of this year.

<http://fintechranking.com/2015/04/08/indian-mobile-wallet-mobikwik-scores-25m-from-sequoia-amex-tree-line-cisco/>

**READ MORE**

<https://www.techinasia.com/indian-mobile-wallet-mobikwik-scores-25m-sequoia-amex-tree-line-cisco/>



Stripe may be making its way to the Singapore market, if certain reports from local entrepreneurs are accurate. The US-based company that provides web and mobile payment methods to online businesses has seemingly been testing the waters in the area, where competing service Braintree has already established a presence.

<http://fintechranking.com/2015/04/06/stripe-to-enter-singapore-market/>

Top co-working spaces for entrepreneurs in Ho Chi Minh City, Vietnam.

<http://fintechranking.com/2015/04/10/top-coworking-spaces-for-entrepreneurs-in-ho-chi-minh-city-vietnam/>

Top 3 co-working spaces for technology entrepreneurs in Bali.

<http://fintechranking.com/2015/04/02/top-3-co-working-spaces-for-technology-entrepreneurs-in-bali/>

## INFLUENCES OTHER INDUSTRIES



Tesla basically just ignited the driverless car era. Elon Musk offered a classic example of what journalists call «burying the lede». He had called a press conference on the subject of a Tesla software update designed to eliminate «range anxiety», or the fear that your electric car will run out of power before it reaches the next charging station on a long road trip. After he'd dispensed with that subject, Musk dropped in a casual addendum: all Teslas will get an over-the-air update this summer, probably around June, allowing them to drive in «Autopilot» mode.

<http://fintechranking.com/2015/03/20/tesla-basically-just-ignited-the-driverless-car-era/>

20 Buildings That Show the Future of Architecture.

<http://fintechranking.com/2015/04/06/20-buildings-that-show-the-future-of-architecture/>

Professional network LinkedIn has acquired Lynda.com, one of the oldest online learning companies, for \$1.5B.

<http://fintechranking.com/2015/04/09/linkedin-to-buy-online-education-site-lynda-com-for-1-5-billion/>

**READ MORE**

Read in Russian: <http://siliconrus.com/2015/04/linkedin-lynda/>





How To Design The Googleplex Of Schools. ALEXANDRIA, MINNESOTA'S NEW HIGH SCHOOL COULD TEACH YOUR SO-CALLED «OPEN OFFICE» A THING OR TWO.

<http://fintechranking.com/2015/04/06/how-to-design-the-googleplex-of-schools/>

The automation of finances can be both beneficial and harmful Ramit Sethi, one of the advocates of full automation and the author of the book «I Will Teach You to Be Rich», highlights only the good: it eliminates your headaches, saving time and, thus, money.

<http://www.iwillteachyoutoberich.com/psychology-of-money/>

But Adam Baker, the author of the book «Unautomate Your Finances», urges to be cautious — he believes that it is easy to automate your bad habits not the good ones. But you can easily make it right if you follow some rules.

<http://manvsdebt.com/unautomate-your-finances/>

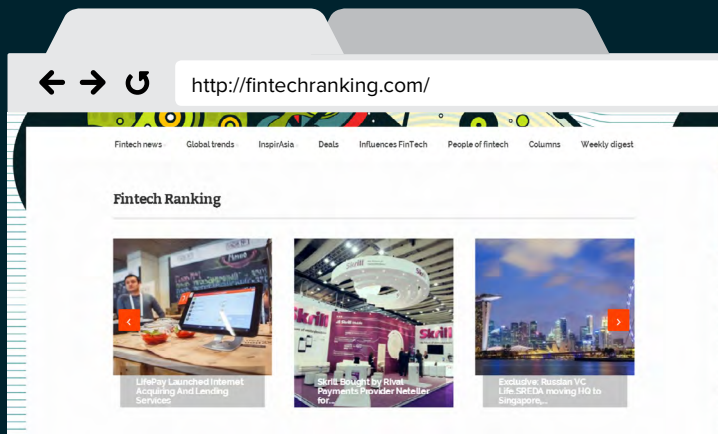
#### READ MORE

Read in Russian: <http://www.lookatme.ru/mag/how-to/money/213327-finance-automation>

Personal and family financial planning (the University of Florida, 8-week course). This course will teach you not only how to spend less and make savings, but also will cover such topics as loans, pension contributions or investments.

<https://www.coursera.org/course/uffinancialplanning>

## SOME MORE FEATURED READING FROM LIFE.SREDA VC IN RUSSIAN



# FINTECH RANKING

ALL YOU SHOULD KNOW ABOUT FINTECH

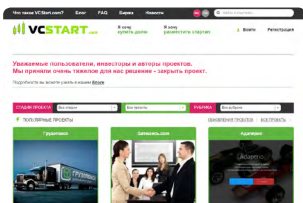
Life.SREDA has launched a fintech news aggregator FintechRanking.

<http://fintechranking.com/>

#### READ MORE

Zuckerberg Pozvonit: <http://goo.gl/MCSyO4>

Roem: <http://goo.gl/v9gvqH>

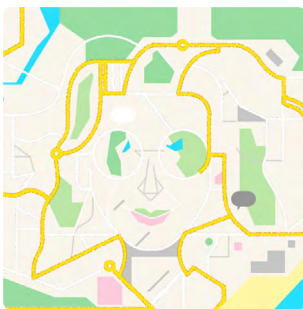


The founders of crowdinvesting platform VCStart are shutting down the company due to the lack of interest from investors, the reluctance of its own investors to continue funding and the fact that majority of projects has raised investments directly bypassing the platform.

<http://siliconrus.com/2015/04/vcstart/>

You shouldn't believe in the collapse of the Chinese economy. The discourse that China is no longer growing at 10% per year overshadows more important processes in the state economy that illustrate that China is becoming more important to the world than in the 2000s.

<http://rbcdaily.ru/economy/562949994699938>



International taxi services like Uber can't adapt to the African market due to the local transport culture specifics. Polina Kazak, a web designer from Minsk, took advantage of this fact and launched in Kenya a unique taxi service Maramoja («immediately» in Swahili). Look At Me asked her about the peculiarities of the app and how to adopt the service to non-standard conditions.

<http://www.lookatme.ru/mag/people/experience/213333-maramoja-kazak>

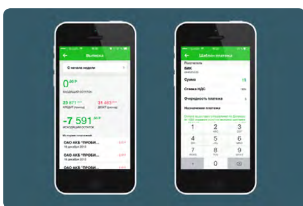
The world's most popular messenger WhatsApp is getting ready to bury cellular communications: in March, it introduced Internet calls for Android users with iPhone and Windows Phone owners next on the agenda.

<http://rbcdaily.ru/industry/562949994699907>

Settle, a Ukrainian pre-order service, is to conquer Kiev and San Francisco.

<http://goo.gl/VJgbbU>

## SMALL AND MEDIUM ENTERPRISES



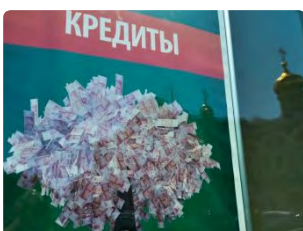
Life.Business, Modulbank and the 5 user-friendliest banking applications for business. At which bank you should open an account to manage it on your phone.

<http://secretmag.ru/articles/2015/04/06/bankovskiye-prilojeniya-dlya-yurlits/>

## RETAIL BUSINESS

«Alfa-Bank» has analyzed what its customers are saving for with «My goals» service.

<http://www.the-village.ru/village/business/finance/179155-na-chto-lyudi-kopyat-dengi>



More and more clients of Russian banks can't repay their loans. Every third borrower will face debt-servicing problems by the end of the year. The reasons are: loss of employment and reduction of earnings.

<http://rbcdaily.ru/finance/562949994667877>

## BANKING SECTOR

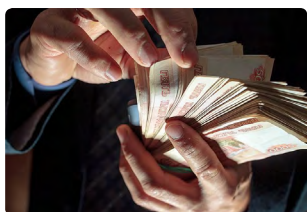
---

Kommersant's Secret of the Firm magazine: «Sergey Leontiev, co-owner of Life Financial Group, is a non-formal banker. Colleagues call Leontiev «An Iron Leo» for his ten to work at night. He is implementing a uniform management structure and dreams that every employee becomes a business co-owner».

<http://goo.gl/TuNgfb>

Sberbank has appointed a new curator of pension and insurance business; this position had become vacant after resignation of Denis Bugrov, senior vice-president, this spring. Petr Koltypin, who is regional descent, will manage this business and as a senior vice-president he will perform new duties simultaneously with the bank's regional development functions.

<http://kommersant.ru/doc/2703824>



Central Bank is trying to shut down the illegal cash out schemes through payment agents and Russian Post. Banks have received new detailed instructions on identification of and counteraction to such transactions. It won't shut down all the schemes but will significantly increase the burden on banks. Moreover, some banks' responsibilities will be transferred to state agencies.

<http://kommersant.ru/doc/2704708>



---

**Best regards,**  
**Vladislav Solodkiy**  
Managing Partner  
Life.SREDA VC

+79036761627

[vsolodkiy@lifesreda.com](mailto:vsolodkiy@lifesreda.com)

[lifesreda.com](http://lifesreda.com)

[LinkedIn](#)