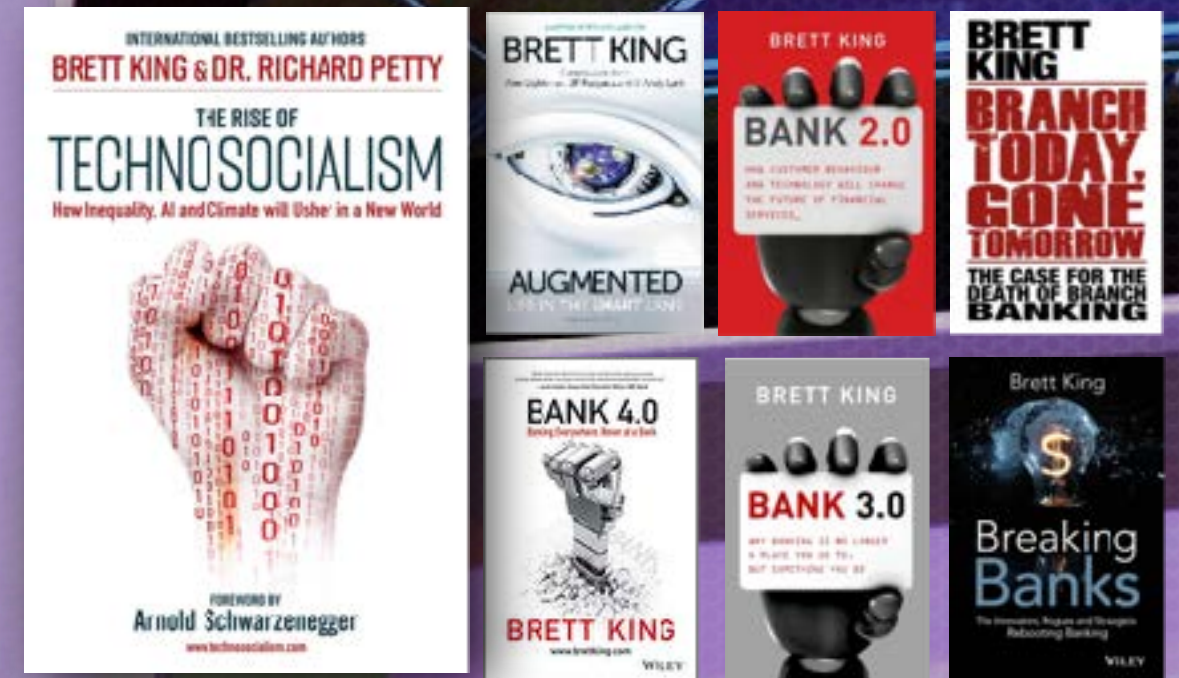


@brettking  
brettkingauthor  
brettking



# BANK 4.0

THE FUTURE OF PAYMENTS & BANKING







HOW THE CIA AND AN IRON GAVE

B I R T H   T O   C R E D I T   C A R D S



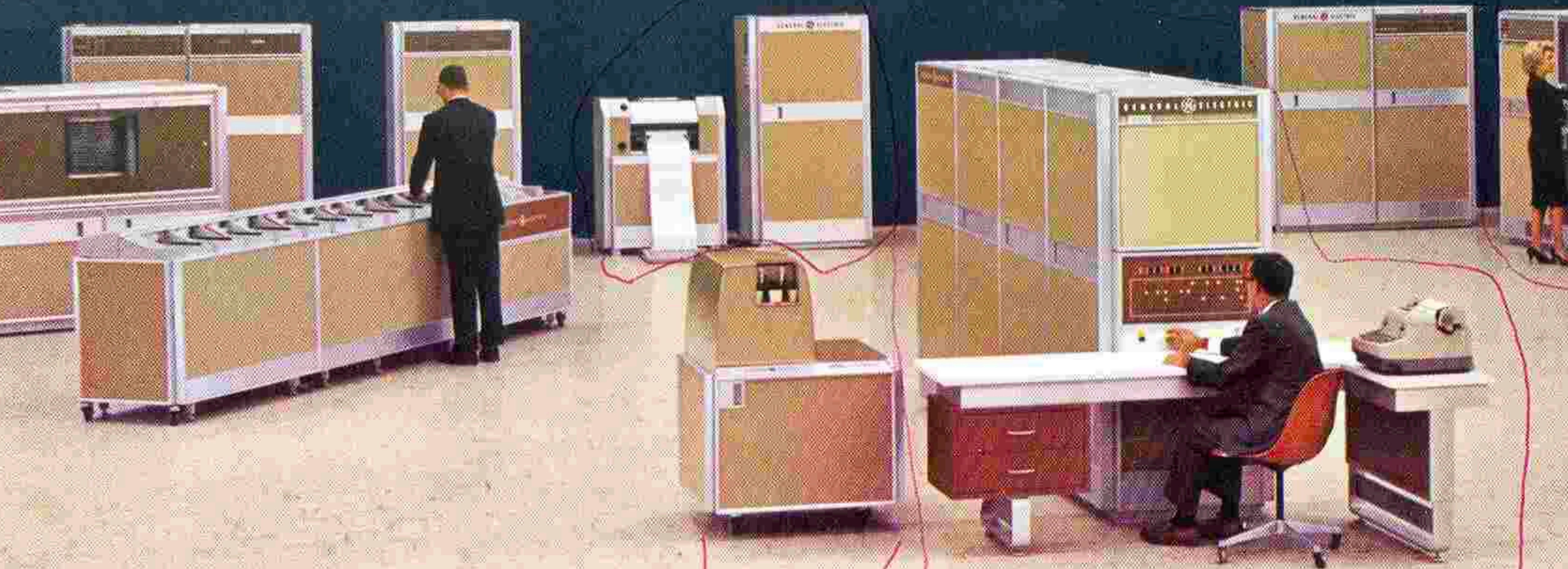


FROM 1472-1980

BANK 1.0



GENERAL ELECTRIC



# THE MAINFRAME ERA

DRIVEN BY CHEQUE PROCESSING





THE SELF-SERVICE ERA



OFF ON



ACTIONLINE

SIMPLE, SPEEDY  
BANKING BY TELEPHONE

1

2

3

4

5

6

7

8

9

FROM 1980-2007

BANK 2.0





FROM 2007-2016

**BANK 3.0**





The image shows a large, illuminated sign for WeBank. The sign features the word "WeBank" in a stylized, 3D font. The letter "a" is replaced by a penguin character wearing a red scarf. Below the English name, the Chinese characters "微众银行" (WeBank) are displayed in a similar 3D, illuminated font. The entire sign is set against a dark blue background with a curved, metallic-looking surface. In the upper left corner, there are some smaller signs for "Toilet" and "Subway" in both English and Chinese.

WeBank  
微众银行

CHALLENGER BANKS, OR

NEO-BANK



# DISRUPTED SAVINGS

YU'E BAO DISRUPTED THE HIGH YIELD MODEL



YU'E BAO



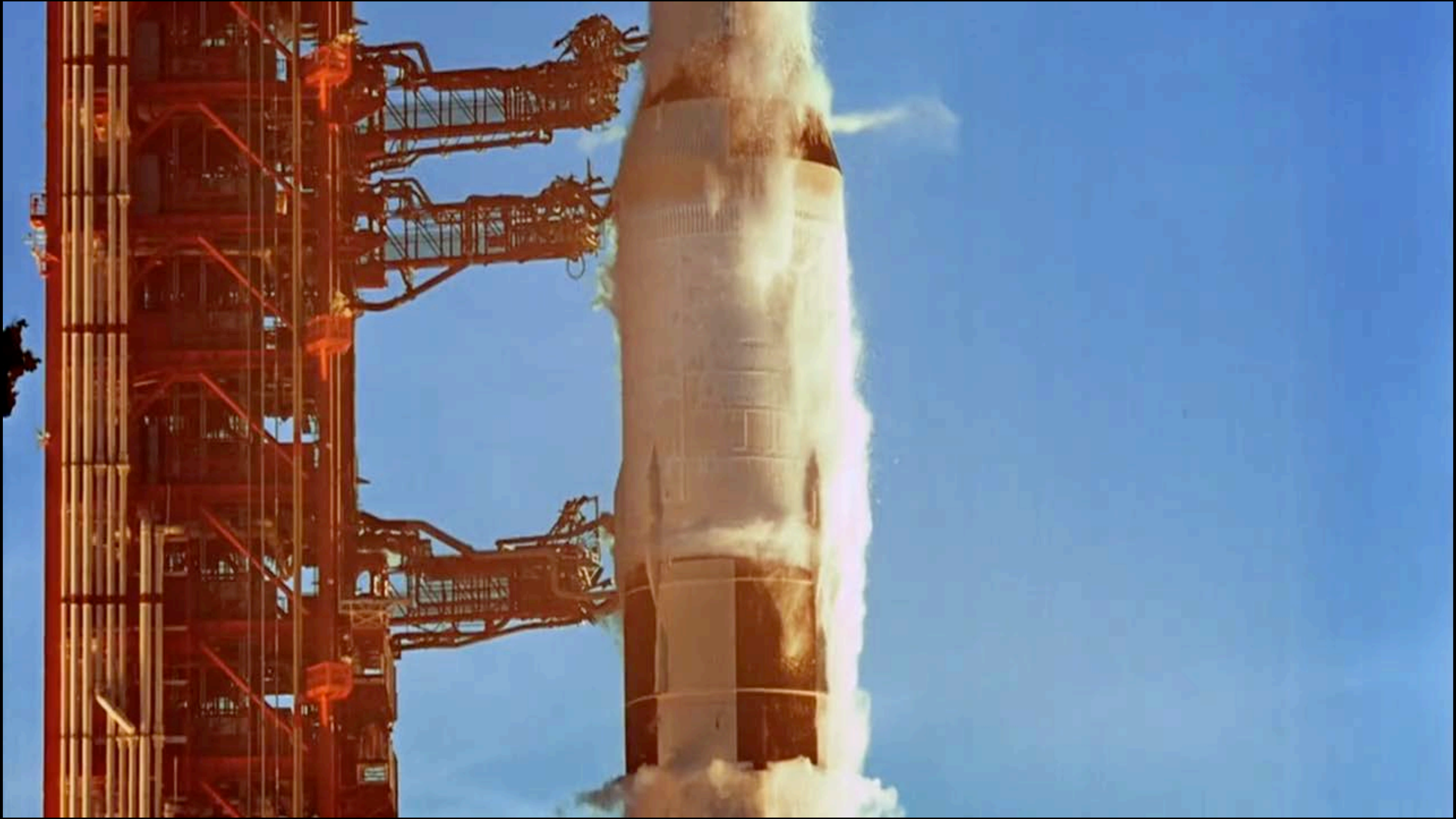
FROM 2017...

# BANK 4.0?

THE EXPERIENCE ERA



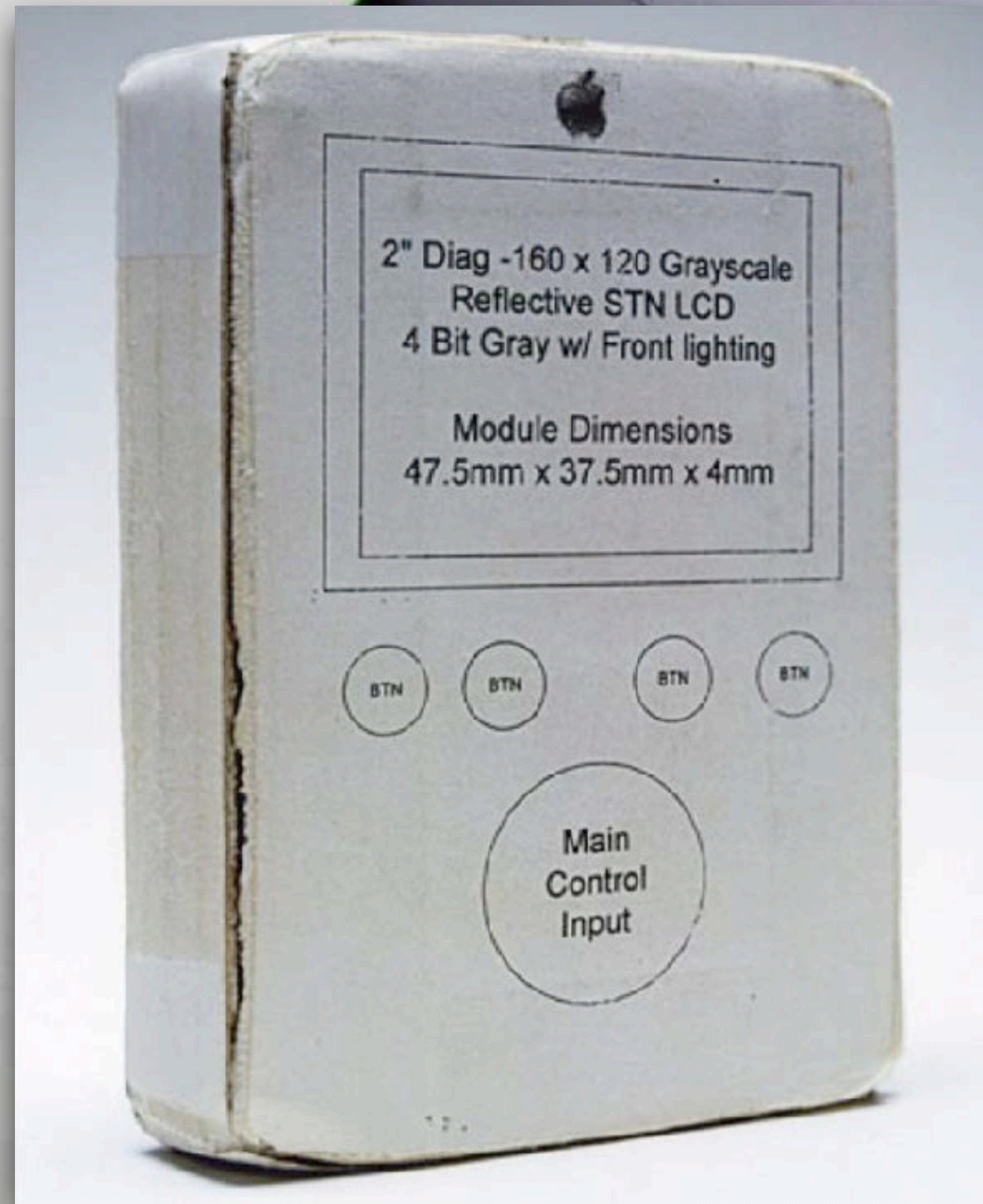












THE 2007 IPHONE  
WAS A CLEAR **FIRST PRINCIPLES** DESIGN APPROACH



# CARD ANALOGY

APPLE PAY IS NOT.

NFC TOKENIZATION IS CARD ITERATION







# MEANWHILE IN CHINA

FACIAL RECOGNITION – CHINA IS NOT QR CODES VS TOKENS ANYMORE





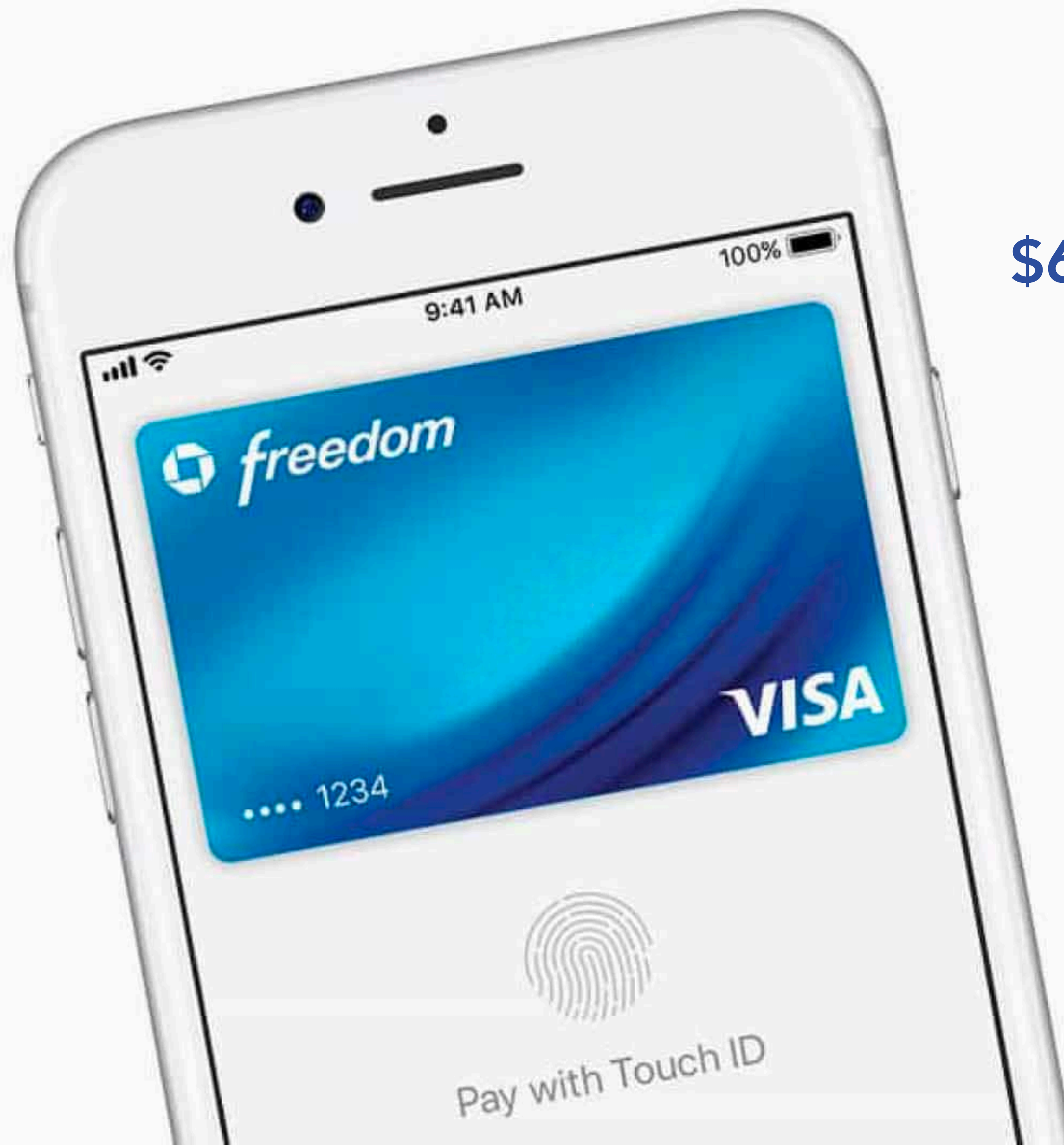












**\$686 Billion** (2024 Projected)





# 2019 TRANSACTION VALUES



\$42 Trillion (Value)

\$22.5 Trillion (Value)

VISA



mastercard





set to exceed **WesternUnion** Total FX this year



**Money Transfers  
Available in 59 Countries**





# BEHAVIORAL & CONTEXTUAL

FOR ENGAGEMENT, REAL-TIME AND FRAUD PREVENTION



# NEW ADVICE PARADIGMS

WHEN MACHINES OUTPERFORM HUMANS IN THE ADVICE GAME



●●●○ AT&T LTE

06:19



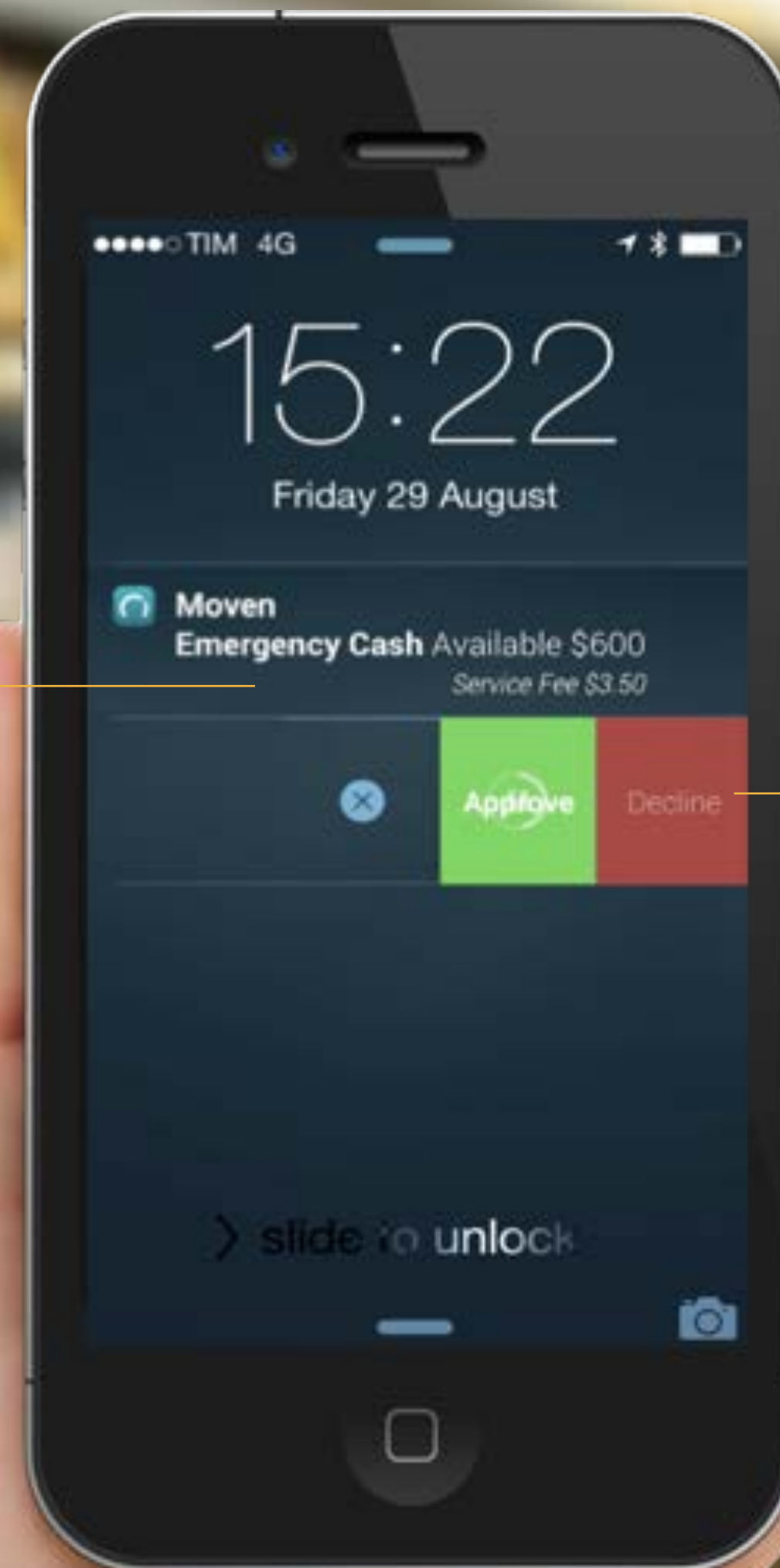
"Hey Siri can I afford to go out for  
dinner tonight"

tap to edit



## Contextual Revenue

Bank utility moves from **products** to **use cases**, moments in time that fill a need



## Low Friction

Relationship and revenue engagement can happen instantly in the **notification**









**SPENDING ALERT**

INSUFFICIENT BALANCE  
FOR PURCHASE

SEP  
**29**

HK\$17,250  
RENT DUE



H A L F - L I F E

— A L Y X —





NOT A CHANCE

Select a card for  
payment



 worldpay

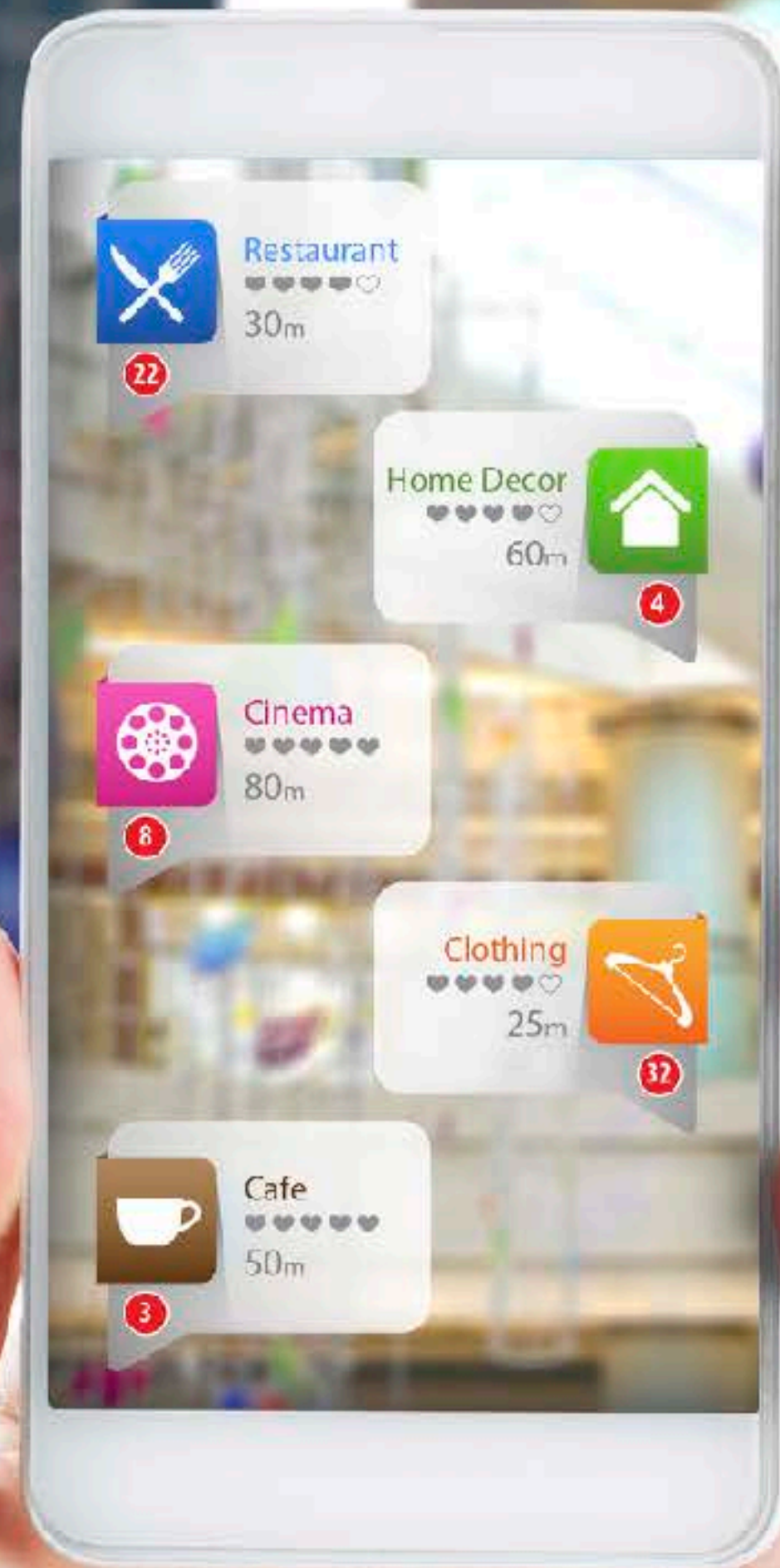




# WITHOUT A NATIONAL BIOMETRIC IDENTITY SCHEMA

IDENTITY THEFT WILL CRIPPLE  
TRADITIONAL PAYMENT NETWORKS





2025:

CONTEXT > REWARDS

CONTEXTUAL DATA WILL BE FAR MORE EFFECTIVE THAN REWARDS OR RAILS



A close-up portrait of Jack Ma, the co-founder of Alibaba Group. He is looking slightly to the left with a thoughtful expression, his right hand raised to his temple with his index finger pointing upwards. He is wearing a dark blue jacket over a dark blue shirt. The background is solid black.

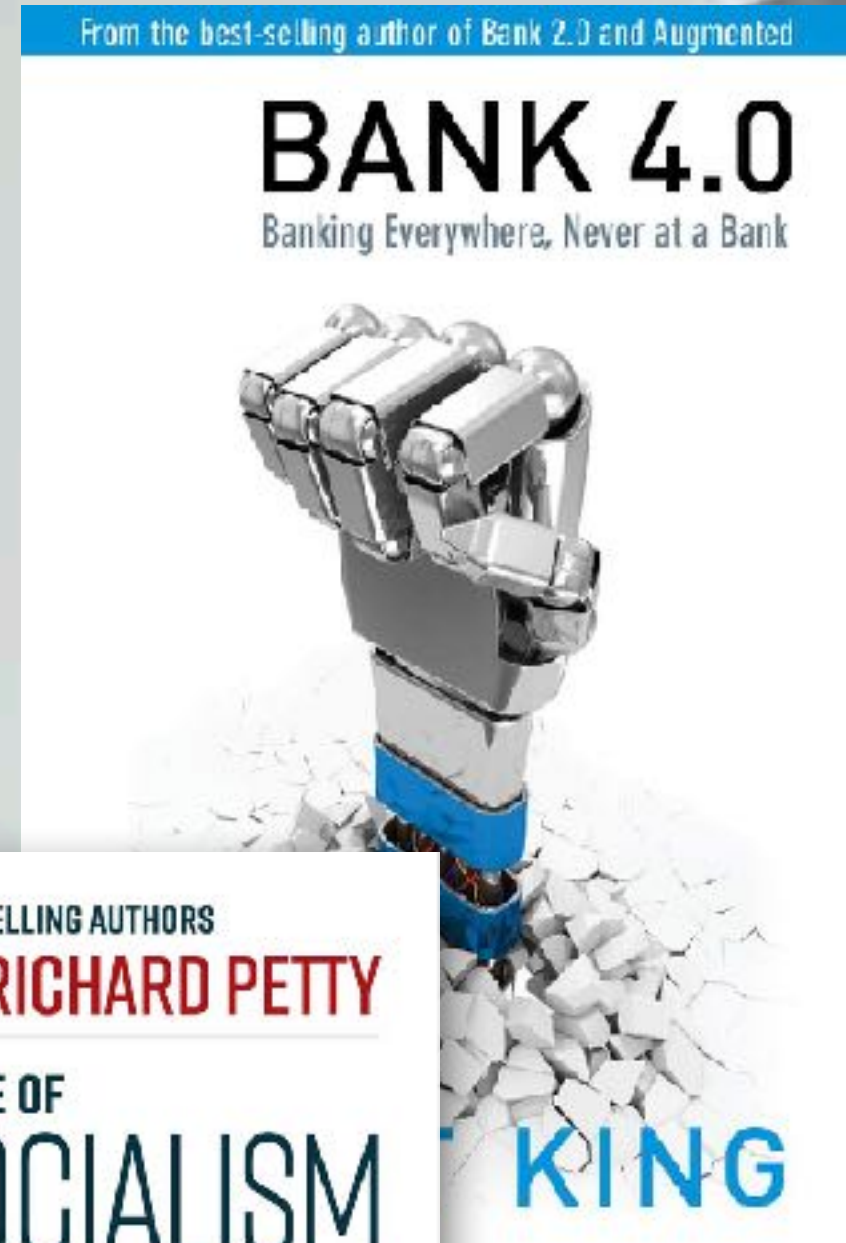
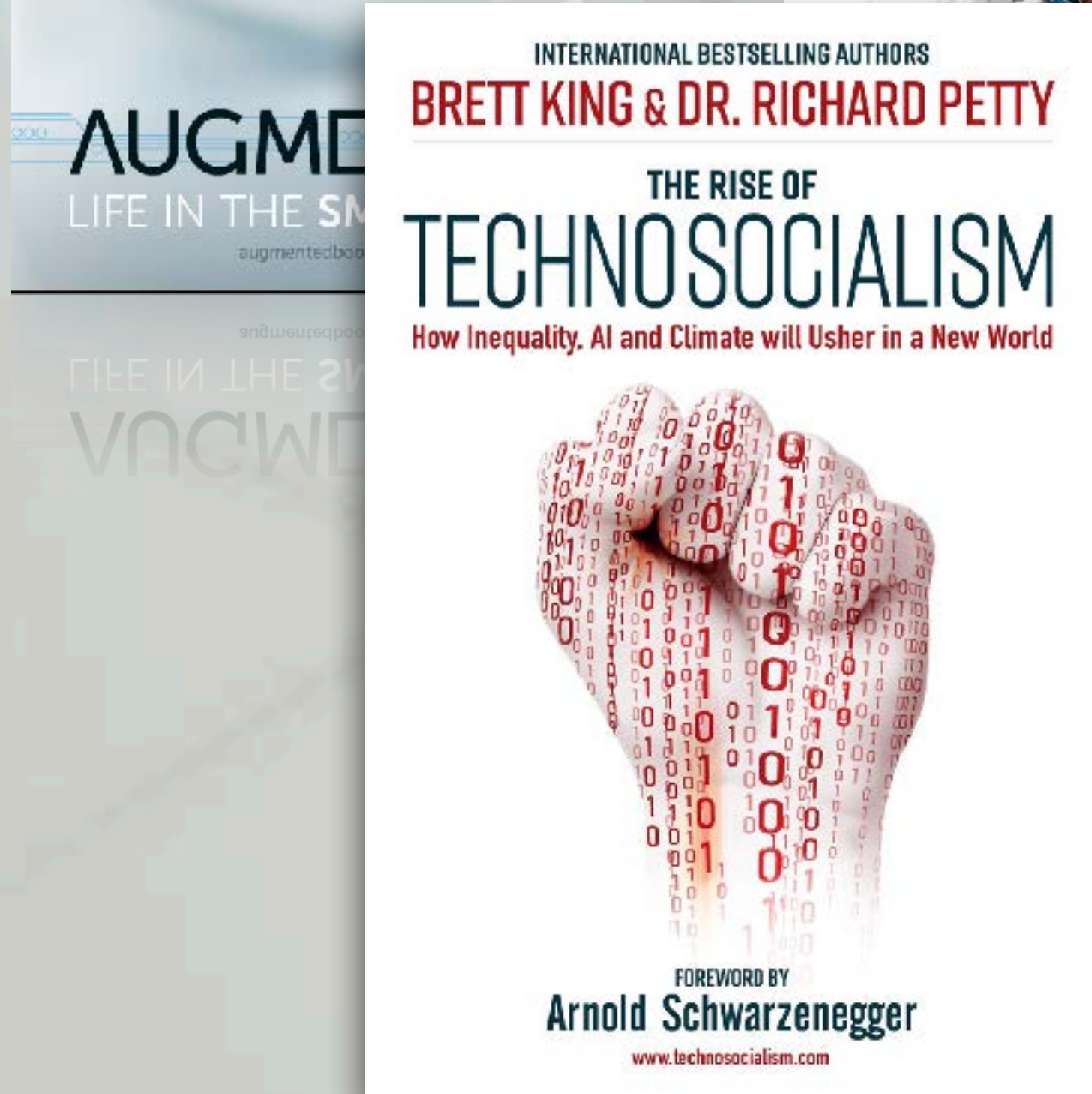
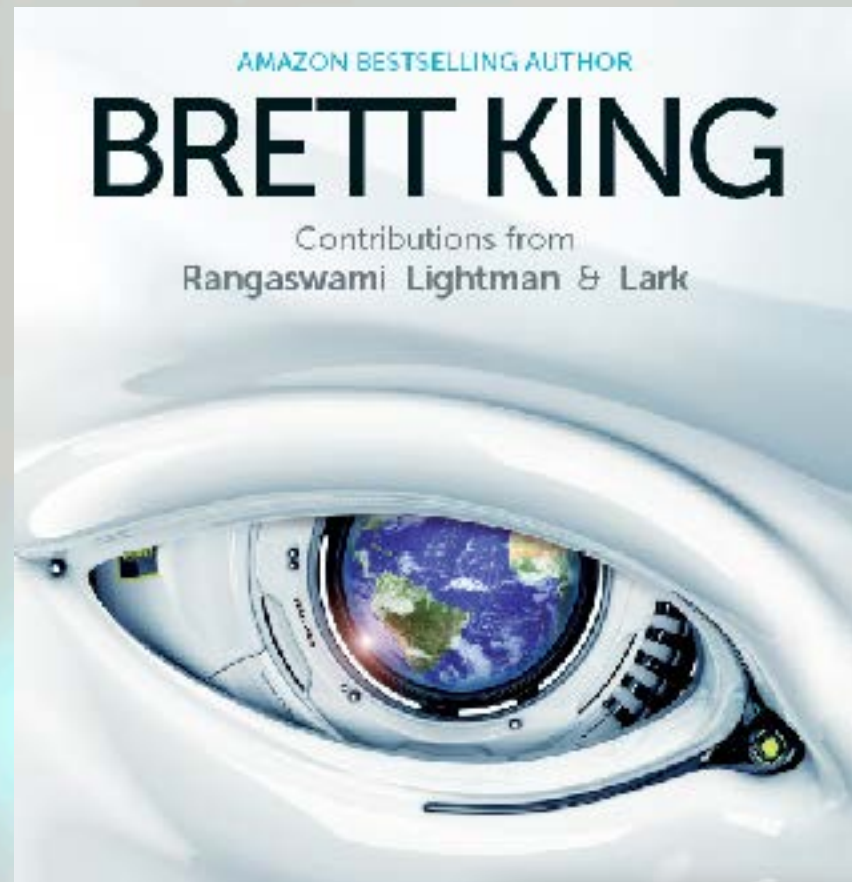
2030:

# BIGGEST PAYMENTS CO IN THE WORLD?

THE BIGGEST FINANCIAL INSTITUTION WON'T BE A TRADITIONAL BANK AT ALL

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**BREAKING BANKS**

#1 Global Fintech Podcast

EPISODES

GUESTS

 <div>EPISODE #146</div> <div><b>MISS METAVERSE</b></div> <div>Miss Metaverse</div>	 <div>EPISODE #75</div> <div><b>KEREN ELEZARI</b></div> <div>Senior Researcher</div>	 <div>EPISODE #76</div> <div><b>GUY KAWASAKI</b></div> <div>Chief Evangelist and Author</div>	
<div><div><div>HOSTED BY <b>BRETT KING</b> Speaker, Author and Banking Innovator talks banking with weekly guests</div></div><div><div>THURSDAYS @ 3:00 PM EST</div><div>VOICEAMERICA.COM</div><div>WVJ 1160 AM IN NEW YORK</div><div>AMERICAN BANKER</div></div></div>			
<div>EPISODE # 180   Feb 09, 2017</div> <div><b>Fintech and MPESA: What Mobile Means</b></div>			

TechCrunch

The Economist

WIRED

BBC

Bloomberg

FAST COMPANY

Forbes

THE AUSTRALIAN

FT  
FINANCIAL TIMES

CHINADAILY