



# A Look into the Future of Banking

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# What is going on in the industry?

- Experience > all else
- “All-which-way” competition
- Real-time everything
- Open, embedded, and frictionless

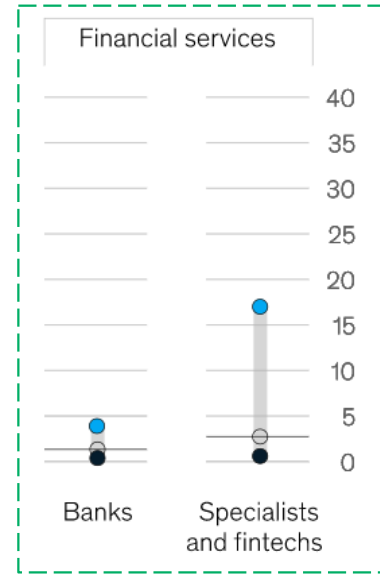
# What is going on in the industry?

Price-to-book ratios of large companies across industries, Oct 2021

● Average of top 10%    ○ Average of middle 80%    ● Average of bottom 10%



Source:



# Consumer experiences setting expectations

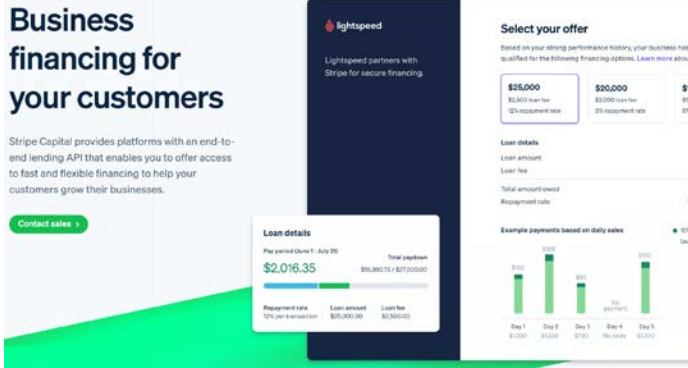


# Competition from all sides

**We own compliance so you don't have to.**

Our compliance leadership came from one of the world's most fintech-forward banks, **designing and managing complex fintech partnerships.**

Unit owns the heavy lifting of compliance and bank relationships so you can **build, launch and grow faster.**



???



# Competition from all sides: specialist bank



## Powering FinTech

Enabling our clients to deliver financial solutions that empower consumers anytime, everywhere.



### DEMAND DEPOSIT ACCOUNTS

Enable your digital banking solution with FDIC-insured banking accounts.



### SAVINGS ACCOUNTS

Develop long-lasting customer relationships with interest-bearing, FDIC-insured savings accounts.



### PURPOSE-DRIVEN ACCOUNTS

Create customized financial services products and user experiences with flexible accounts fit for purpose including FBOs.



### DEBIT CARDS

Build your unique consumer or business debit card program with Cross River's integrated debit card issuance and sponsorship solutions.



### CREDIT CARDS

Enable your business or consumer credit and charge card programs with Cross River's credit card BIN sponsorship.

Cross River Bank is the best example of a bank built to serve fintechs through Banking as a Service (BaaS).

- Backed by KKR and a16z
- Banks Coinbase, Stripe, Upstart, Affirm, Rocket Loans, and Finix.
- Has the most modern BaaS offering in the market, with nearly all products enabled with APIs.



### Support

Every Cross River client receives a dedicated implementation team aimed at decreasing your time to market and offering personal support as questions arise.



### Flexibility

All the modular components you need to build the best products for your business. Customize your solution to best meet the needs of your customers.



### Expertise

Cross River is guided by a gold standard for compliance and risk management, helping clients stay guarded.



### Simplicity

One gateway to manage all payments and related services. Plus, Cross River manages those third-party relationships too. All under one set of APIs.



### Scalability

The services your clients need today and the foundation for the next generation of financial services.



# Competition from all sides: non-bank

## Characteristics of Banking as a Service platforms



1. Have all of the tools necessary for a nonbank to embed financial products
2. Have several bank partners (for redundancy and cost- and risk- optimization)
3. Are venture-funded and myopically focused
4. Have modern technology

## Create accounts, payments, lending—all through APIs

**Bank Accounts**  
High interest, FDIC insured checking accounts for individuals and businesses.  
Learn more  
\$3,150.00

**Loan**  
\$100 Advanced  
Withdraw up to bank account limit of \$1000 before November 16, 2022  
Number of transactions: 10  
Transaction: 4  
Contract start: 2022

**Cash Advance**  
Withdraw up to 10% of your bank account balance before January 26, 2022  
Number of transactions: 10  
Transaction: 4  
Contract start: 2022

**Payments**  
Free instant bank transfers. Custom fund flows. Stand and receive: ACH, checks, and more.  
Learn more  
Make a Payment  
Book  
Bank Transfer  
Check

**Lending**  
Cash advance, one-time or revolving loans. Custom terms and repayment flows.  
Learn more

## Emphasis on speed, growth, and “turnkey” service

**unit** Overview  
Deposit account  
Org Accounts  
\$655,000  
Total deposit over time  
12-28-21

Why Unit

## The power of an entire platform, built for speed and growth

- Robust and Reliable Tech**  
Modern API and Dashboard built on top of secure and reliable infrastructure that you can depend on.
- Compliance Team Built-In**  
We've brought on a world class team that owns compliance for you so you don't need to.
- Embedded Bank Partnerships**  
We bring the bank relationship to you. Spend less time interacting with partner banks and more time on your end-customers.

# Competition from all sides: trillionaire bank

The screenshot shows the Goldman Sachs Developer website. The main banner features the text: "INTRODUCING GOLDMAN SACHS FINANCIAL CLOUD FOR DATA". Below this, it states: "Goldman Sachs and AWS collaborate to create new data management and analytics solutions for financial services organizations." There are two buttons: "Register Interest" and "Read More".

The right sidebar contains three sections:

- Consumer Finance**: Offer our award-winning consumer financial products directly within your digital and retail experiences
- Banking**: Embed consumer and business financial products within your own experiences.
- Transaction Banking**: Automate your corporate treasury, turbocharge your payments stack, and offer business banking products directly in your digital experience



**The world today  
is instant & 24/7**

**Your consumers  
expect the same  
for their money**

amazon

NETFLIX

instacart

Uber

Postmates


SESAME

# Real-time payments and information

## A new recruitment tool for employers – paying workers every day

BY CHRISTOPHER J. BROOKS  
UPDATED ON: NOVEMBER 15, 2021 / 5:05 PM / MONEYWATCH

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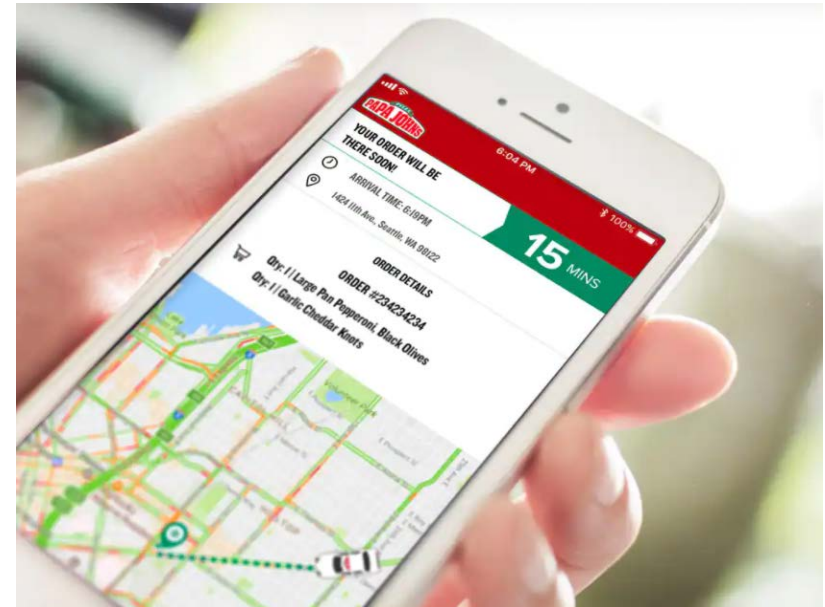
Companies using apps to offer daily payday

07:16 ROCHESTER, NY

**MONEYWATCH**

**SOME COMPANIES OFFERING DAILY PAYDAY FOR EMPLOYEES**  
BUSINESSES USING UNUSUAL BENEFIT TO ATTRACT CANDIDATES AS THEY STRUGGLE TO FILL OPEN JOBS

**LIVE CBSN**

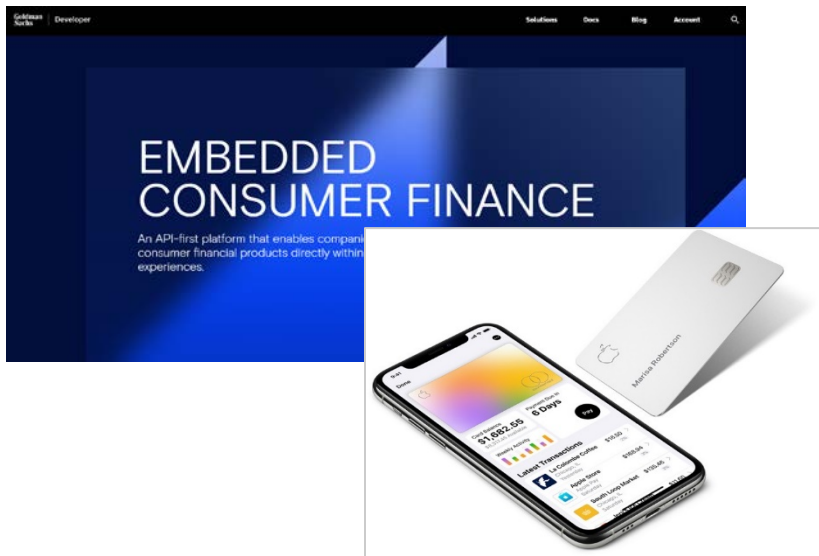


# Open capabilities to power experiences

## Peer bank (Goldman Sachs Consumer Finance)

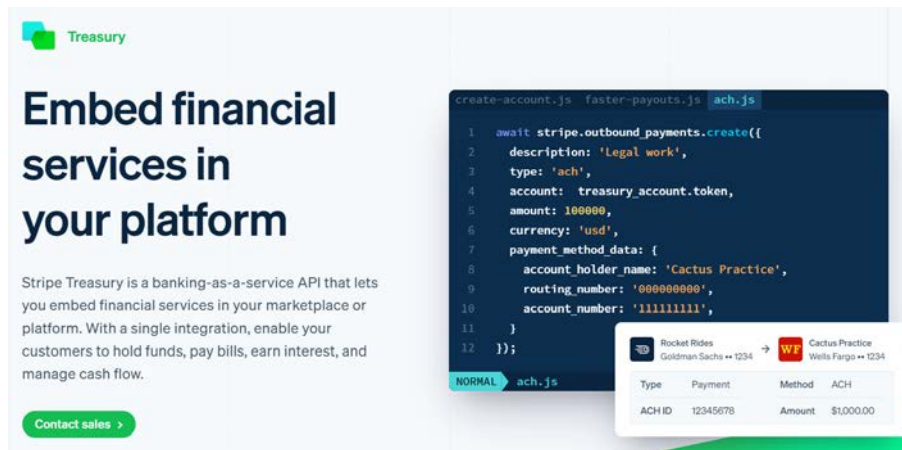
“Goldman Sachs Consumer Finance offers an **API-first platform** that enables companies to offer our award-winning consumer financial products **directly within their digital and retail experiences.**”

Product example: **Apple Card** (consumer credit card)



## Fintech (Stripe Treasury)

“Stripe Treasury is a **banking-as-a-service API** that lets you embed financial services in your marketplace or platform. With a single integration, **enable your customers to hold funds, pay bills, earn interest, and manage cash flow.**”



# How can we respond?

- Recognize the situation
- Embrace the challenge
- Stretch your strategy

**Thank you!**