

FINTECH CONNECT 2019



WOMEN IN FINTECH – FINTECH FOR WOMEN

MASTERCLASS BY ANETTE BROLOES DEC 3RD 2019

Agenda

- Me
- EWPN and the EWPN Research Programme
- Women in Fintech
- Fintech for Women

03.12.2019

EWPN RESEARCH PROGRAMME



Dr. Anette Broløs
[Linkedin](#)

We connect people and organizations

- Industry – payments and fintech
- Organizations in payments and fintech – with a gender agenda
- Academia – across all sectors (history, anthropology, economics, marketing, computer science and more....)



Dr. Erin B. Taylor
[Linkedin](#)

How?

- Membership is free for individuals – sign up at research@ewpn.eu
- Linkedin group to connect directly
- Newsletters
- Sharing news of research and publications
- Country events
- And more.....

WOMEN IN FINTECH

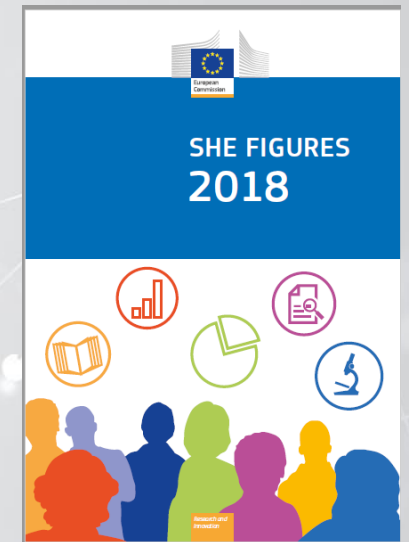
Part of a broader agenda of diversity

Doing better – but still not well

Culture changes slowly

Why FinTech?

Your good examples



FINTECH FOR WOMEN

Customer Centricity

Women's work, pay, routines, family, learning and relations

Why should FinTech differ from Finance?

And does it?

Your good examples

FINTECH FOR WOMEN - EXAMPLES



YOUR BEST EXAMPLES?

FINTECH FOR WOMEN



Easy, relevant and trustworthy

Context

Learning

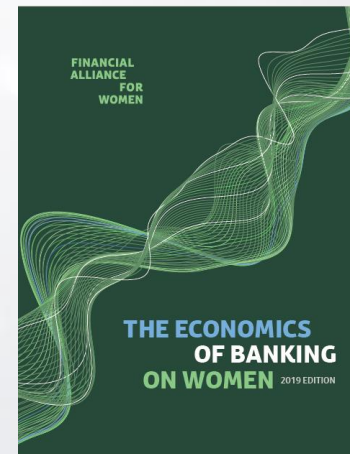
Community

Pointing the way?



Nordea brings fintech for women by women

Bank's female-only hackathon comes up with new ideas for financial services aimed at improving women's financial wellbeing



03.12.2019



EWPN

MAKING DIVERSITY
MATTER IN FINTECH

QUESTIONS?

