

Female Fintech Network



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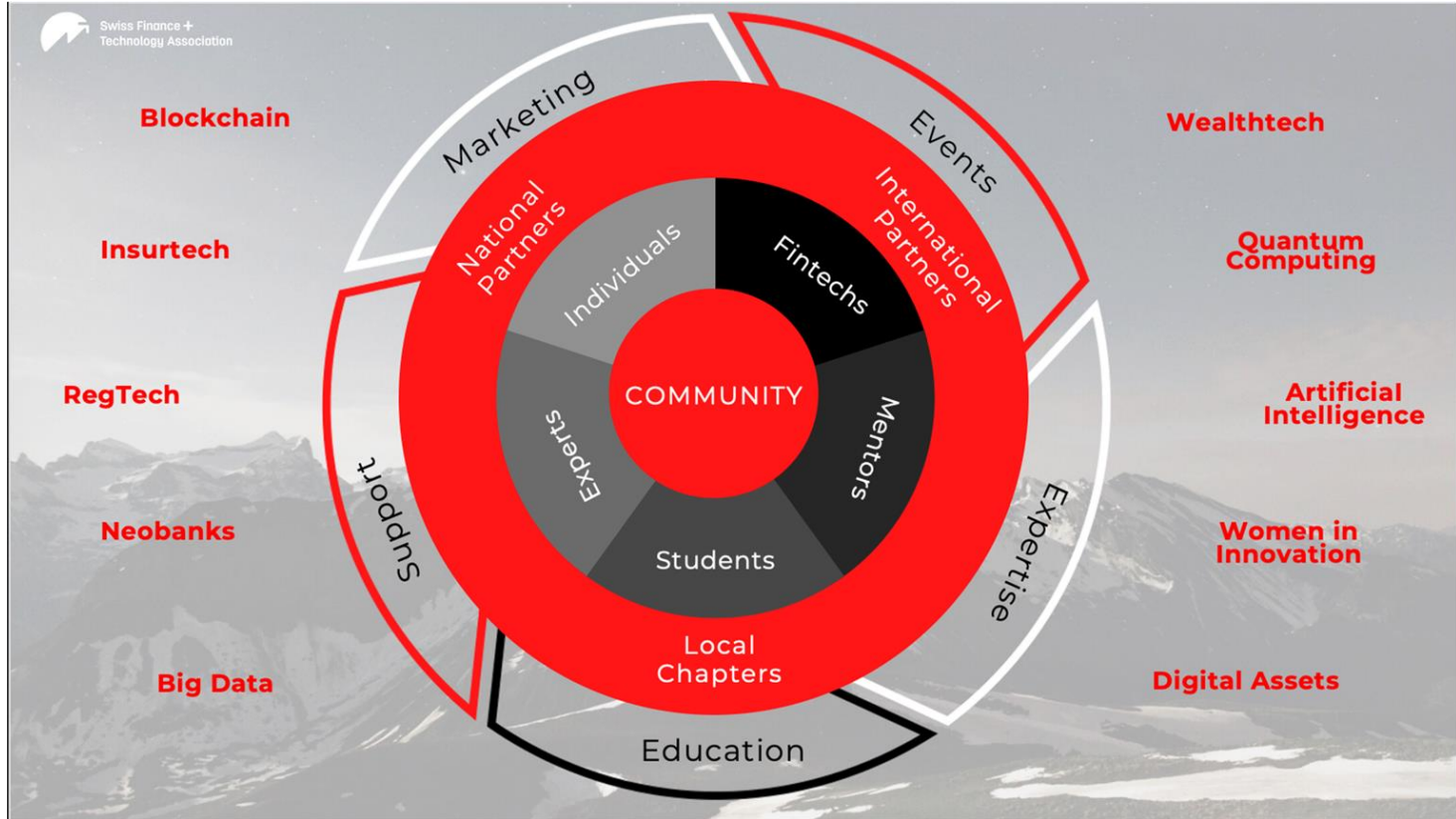
| Agenda

- About the SFTA
- The Swiss Startup ecosystem
- Challenges
- Opportunities
- Solution: SFTA Women's Fintech Network (Why? How? What?)
- Conclusion & Recommendations

| About the SFTA

Independent, member-based association representing all stakeholders neutrally, aiming to serve as the hub for FinTech in Switzerland.

About the SFTA



| Members snapshot

green[::]match

LEND

viacash

m

DebtPilot 

CRYPTIX

SDA 
SIX Digital Exchange

yooZ 
Rising

Fea Money 
Moving Forward

taylor

vlot.



ALTOO

STS 
Swiss Transfer



aXedras

NEXXCT
Transformation

RADAR
PAYMENTS
WHITE LABEL EXCELLENCE

METACO

nexo 

| What we can offer you

- **Mentoring**
- Access to the **International FinTech network**
- **Promotion:** personal, company video interviews, spots, articles, social media publications, newsletters and partnerships
- **Students initiative**   University of Zurich  University of Basel 
- Gain a voice by joining the **Advocacy Committee**

Challenges

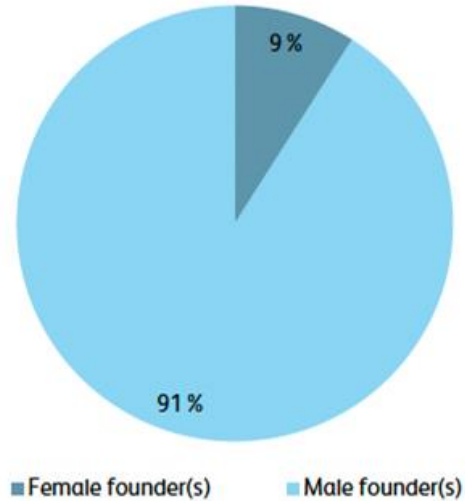


Figure 2.4: Proportion of female founders of Swiss FinTech companies (n=155)

Challenges

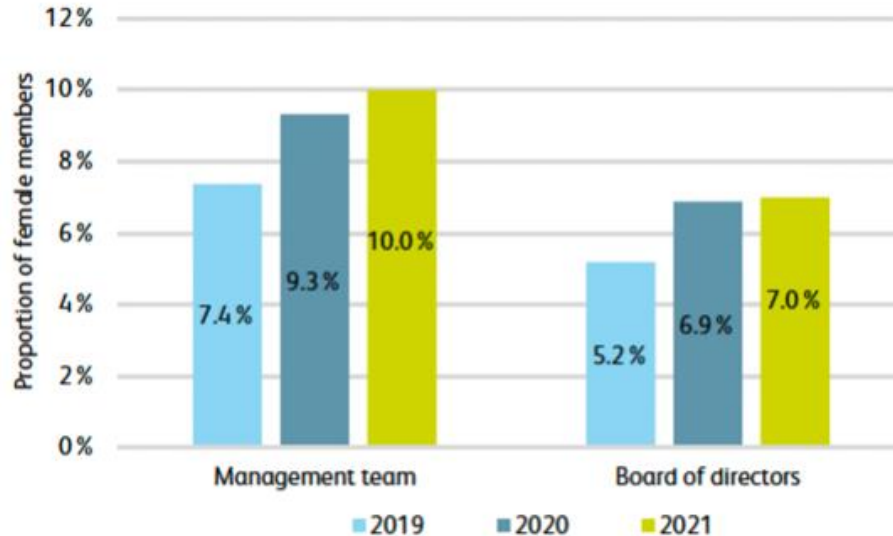


Figure 2.8: Proportion of female management team and board of directors members by year (n₂₀₂₁ = 384)

| Challenges

Biased decision making:

A 2014 study by Harvard Business Review : investors often make **funding decisions based on gender**. The study revealed that, after listening to identical pitches given by men and women entrepreneurs, investors preferred pitches made by men.

| Opportunities

Why should we care?

- Women in finance are an untapped market segment
- Companies that have a balanced and inclusive workforce were **33%** more likely to have better than average profits (source Mckinsey study)
- The EU requires listed companies to move toward **40%** female representation in non-executive board positions by 2026

| SFTA Female Fintech Network

- **Mission:** empower female fintech leaders through leadership development, professional growth, mentorship and networking
- **Vision:** Global/national platform enabling diversity in fintech, fostering leadership and entrepreneurship

Focus Areas

EDUCATION

NETWORKING

**RAISING
AWARENESS**

ROLE MODELS

SFTA Students initiative:

- events & networking Opportunities
- mentoring & internships
- become a Student Ambassador

Other:

- marketing & promotion
- articles
- talent pool

| SFTA Role models

SFTA: **16** team members - **7** female leaders



Rebecca Gibergues

SFTA Head of Partnerships



Bianca Weights Morrone

SFTA Head of University
Initiative



Agata Marty

SFTA Vice President | Country
Manager at iteo | lic. iur.,
Attorney-at-law



Dr. Tetiana Unkovska

SFTA Head of Scientific
Relationships | Director of R&D
INTENS Institute



Kasia Nowaczyk

SFTA Head of Partnerships
(Designate) | Founder Conseptz
Blockchain Advisory



Ilona Weiss

SFTA Head of
Entrepreneurship | CEO of B8
International



Nicole Tentoni

SFTA Head of Membership

| SFTA Female Fintech Network

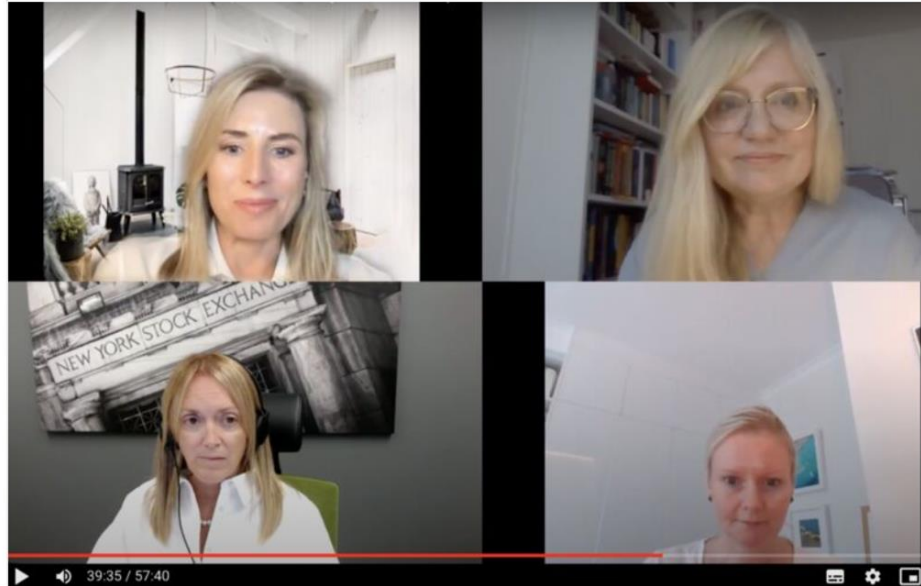
- Mentorship
- Partnerships
- Newsletter & Articles
- Talent pool
- Marketing
- Events

| SFTA Female Fintech Network

- Co-Create with Female FinTech Associations in Switzerland and Europe in Financial Literacy for Females
- Create a Scientific Council in cooperation with SFTL and Universities across Europe to close the research gap on female participation in finch



| SFTA Female Fintech Network



Webinar: How to evaluate Corporate Social
Responsibility performance

| Recommendations

- **Investors:** Widen the investment lens
- **Invest in female focused accelerators** to help eliminate barriers
- **Actively seek out female candidates** for fintech roles
- **Bolster gender diversity initiatives:** more activities focusing on promoting how the economy can actually benefit from gender equality
- **Seek partnerships** with female-founded companies.
- **Cultivate networks** (associations, large financial institutions a, global female network)
- **New products, ideas and services** from a female perspective

| Conclusion

More women in Fintech is the only **right** thing to do, but most importantly it is a **smart** thing to do and a **profitable** thing to do.

Female founded startups typically generate **higher returns**. We need to innovate and invest to **eliminate barriers**.

| Thank you!

