



Headlines

CRYPTO CURRENCIES – **An acceleration in democratization**

- **UNITED STATES** – Visa wants to make MBDCs interoperable
- **UNITED STATES** – Novi finally hits the market
- **UNITED STATES** – Mastercard organizes loyalty with crypto-currencies

The excitement around crypto-currencies is no longer limited to insiders and specialized players. Whether in the field of money transfer or payment, the market is currently experiencing some excitement, orchestrated, too, by more traditional players. A virtuous circle has thus been initiated. The multiplication of initiatives around crypto-currencies has indeed led to a rise in prices (of Bitcoin in particular) and interest from the general public and a growing number of players. In particular, Visa has just launched a platform that creates bridges between the digital currencies of Central Banks, in order to promote their interoperability. Stripe has announced the recruitment of a team dedicated to the development of its projects around crypto. Meta (Facebook) has finally obtained the necessary authorizations to launch its experimentation around Novi its digital wallet, which will allow instant transfers between its users. On the payments and storage side and other uses, Mastercard unveiled a partnership with Bakkt allowing it to offer loyalty programs to its cardholders in cryptocurrencies. Finally, Walmart, another important player from a very different universe, announced that it has partnered with Coinstar and the CoinMe exchange platform to install 200 Bitcoin ATMs in its stores across the United States. While these initiatives do not yet reflect a strong acceleration of adoption, it does reflect the willingness of many players not to be overwhelmed by this disruptive innovation.

FUNDRAISING – **European fintech on the rise**

- **FRANCE** – Swile reaches Unicorn status
- **UNITED KINGDOM** – Zopa reaches one billion and another dimension
- **FRANCE** – Feedback: Spendesk, a French unicorn in hypergrowth
- **INTERNATIONAL** – N26 achieves a historic Series E

French startups raised more than €1 billion in a single week during September, the equivalent of a year's worth of investment in French Tech in 2015. This performance corresponds to amounts raised among the largest Tech players abroad, particularly in China and the United States. FinTech has also seen its investments grow in recent months. French and European startups in this sector raised €10.4 billion in the first half of 2021, compared to €9.3 billion for all of 2019. Fintech is the fastest growing sector in France and Europe. Among them, Swile, which has attracted Softbank's funds or Zopa in the UK, foreshadow particularly innovative models that have a potential to disrupt the markets in which they operate. The record is held by N26, which raised 900 million in Series E. Other smaller players such as Spendesk in France are attracting the attention of investors with a 78% increase in revenues in 2020 compared to 2019. These good figures are being scrutinized by the government, which with its Tibi plan aims to promote and stabilize investment in French scale-ups.

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IN SHORT

ERREUR ! SIGNET NON DEFINI.

Robinhood successfully pre-launches its crypto wallet **Erreur ! Signet non défini.**

Robinhood successfully pre-launches its crypto wallet **Erreur ! Signet non défini.**

A word on...

Player's Strategy

GERMANY - German financial watchdog **BaFin** has publicly blamed online bank **N26** for weak anti-money laundering controls and fined it €4.25 million. In May, BaFin committed the neo-bank to "remedy deficiencies in IT monitoring and customer due diligence" and to "ensure that it has adequate staff and technical and organizational resources to comply with its obligations under the Money Laundering Act." The regulator even installed a special supervisor to monitor the bank. The €4.25 million fine was paid in July but was only made public by the regulator on Wednesday. N26 said in a statement that it was related to the late filing of nearly 50 suspicious activity reports in 2019 and 2020. N26 said it has taken "numerous detailed steps" to strengthen its financial crime controls.

UNITED STATES - The FinTech behind an online brokerage app, **Robinhood** decided to consolidate its position in the crypto-currency market by announcing the launch of its own dedicated wallet in late September. Since then, the waiting list has been growing for this future service. The first customers of Robinhood's new crypto-wallet should soon be able to take advantage of this new service. The fintech is indeed planning its imminent launch. Robinhood has so far allowed its customers to exchange crypto-currencies in 7 different digital currencies including Bitcoin, Ethereum or Litecoin. With their new Robinhood wallet, they will now also be able to store and withdraw and trade with other wallet users their available crypto assets. Robinhood had opened a waiting list to register future users of its wallet when it announced its launch in late September. And that list already represents a first admission of success for the FinTech. In just one month, it has registered more than one million pre-registered customers. Robinhood launched its crypto asset trading service three years ago. More than half of its revenue last quarter came from this activity.

Cards

Starling customizes contactless payment caps

Starling Bank has just introduced a new feature for its British customers. Customers will now be able to set the maximum limit for their contactless card payments themselves. This adaptation represents a way to personalize its customer relationship as local regulations change.

FACTS

- As of October 15, contactless payment limits for debit cards have been raised to £100 in the UK, up from £45.
- In this context, Starling Bank is now offering its customers the freedom to set their own contactless payment limit, between 0 and 100 pounds.
- The target: All Starling customers, both professional and private.
- Customer journey:
 - Check that the Starling Bank application is up to date as the new feature is available there;
 - Visit the "card" area of the application;
 - Click on the "Payment Card Limits" button;
 - A new slider is available for Starling Bank customers;
 - A new slider is available for Starling Bank customers; It can be dragged to set the amount of the card payment limit, in increments of 10 pounds.
- PIN entry will continue to be the standard for contactless payment validation over £100.

CHALLENGES

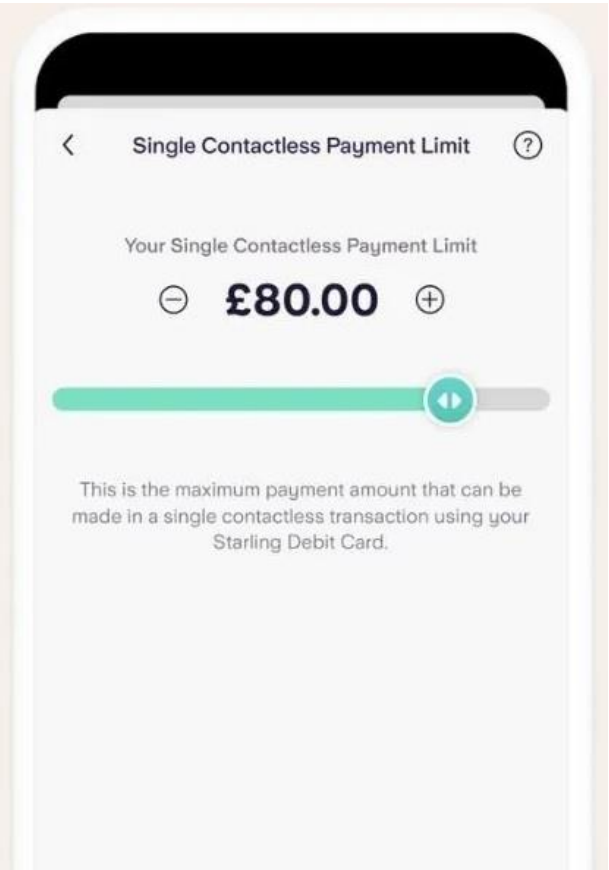
- **Accompanying its customers through a regulatory change:** Contactless payment limits are automatically raised for all debit cards, in accordance with the new regulations. However, Starling Bank is choosing to offer ultra-personalized payment methods, thereby empowering its customers.
- **Maintaining trust:** According to a survey published by Mastercard at the end of 2019, only 28% of French people lacked trust in contactless card payments at the end of 2019. But raising the caps raises the question of how secure this method of validating transactions is, and Starling Bank prefers to prevent this by offering an additional control tool to its customers.

MARKET PERSPECTIVE

- "By analyzing our spending data, we can see that there seems to be little demand for increasing the contactless limit and that many would like to keep the same contactless limit or even reduce it." With these words, Starling Bank CEO Anne Boden justified the launch of its new feature.
- Starling Bank is offering a new choice to its customers in an ever-changing environment; the previous increase in contactless card payment limits dates back to the first Covid-19-related containment in the UK. It was raised from £30 to £45.
- The neo-bank will be the first to offer this possibility to its customers, a historical bank, Lloyd's Bank has subsequently committed to offer the same functionality to its customers soon.

Source: [Blog](#)

How to set a contactless payment limit



The virtual card takes on another dimension with Stampli

From corporate invoice management to the launch of a virtual corporate card, there is obviously only one step. At least that's what the American SaaS company Stampli seems to believe, as the trend towards card dematerialization is growing worldwide.

FACTS

- Stampli is a U.S.-based business expense and supplier invoice management company. It has just enriched its services by launching its own corporate card. What makes it special? It is totally digital.
- Simply called Stampli Card, this new dematerialized payment method is presented as an extension of the business expense management services already offered by Stampli.
- This corporate card will be used on a daily basis by the employees of Stampli's client companies.
- However, the financial management teams of Stampli's client companies will be in charge of piloting it. They will be able to issue, personalize (authorized amounts, payment frequencies, duration of use) or cancel cards for their employees simply and quickly.
- Beyond their parameters, the Stampli Cards should also reduce the workload of the companies' financial teams. The expenses incurred with Stampli Cards will be automatically processed by Stampli's corporate expense management software, just like any other invoice.
- The automated processing even includes sending reminders to employees who have made expenses, asking them to return their receipts for example.
- The digital version of the Stampli Card is a first step before the launch of a physical card.

CHALLENGES

- **Going beyond monthly statements:** Stampli wants to impose its card as an alternative to traditional credit cards, which considerably limit the ability of companies and financial managers to anticipate "phantom" expenses incurred by employees without pre-authorization from the company itself.
- **To assert its legitimacy:** Stampli is playing the card of the logical extension of its core business of corporate expense management to make its move into a new market more legitimate: that of payment methods. The company is nonetheless shaking up the competitive barriers in the trend of a generalized erasure.

MARKET PERSPECTIVE

- The logic of diversification of the players in the management of professional expenses has become stronger over the years. In France, the benchmark Spendesk launched its own physical prepaid card in 2017.
- But since then, it is the virtual card model that seems to be on the verge of taking over. Also in France, Qonto presented its limited-time card model last month.
- In the United States, in addition to Stampli, the FinTech Extend also presented a solution for issuing virtual cards on demand for its business customers. Its offer was launched at the end of September with American Express, which also indicated in a study that 39% of American companies plan to expand their use of virtual cards in the next year.

KEY FIGURES

- 20 billion invoices managed annually
- 1,200 active customers
- 50 million raised in Series C funding
- 85 million raised since launch

Source: [Press release](#)



B2B Payments

Feedback: Spendesk increases its turnover at the same time as its losses

The French specialist in enterprise expense management Spendesk has multiplied the fundraising in recent months, supporting its growth. But the nice announcements should not, as is often the case in the neo-banking market, make us forget that the start-up can be long.

FACTS

- Spendesk recorded €8.2 million in revenue in 2020, twice the amount in 2019.
- The FinTech also managed to punctuate its 2021 year with the completion of a new Series C fundraising of €100 million.
- In the face of this, Spendesk also blew up its losses, which reached more than 18 million euros in the year 2020.
- This last figure, however, did not prevent the FinTech from continuing its development. It thus had 150 employees in 2019, compared to nearly 300 after the crisis.
- Since its creation in 2016, Spendesk has managed to convince some 3,000 corporate customers who are now using its expense management services.
- These generate, via their subscriptions, 56% of the FinTech's revenue, with the rest coming from :
 - the use of its services via Banking-as-a-Service platforms such as Bankable (for 41%),
 - the interchange fees charged on the purchases made with Spendesk cards.
- Spendesk also hopes to double its subscription revenues by the end of the year.

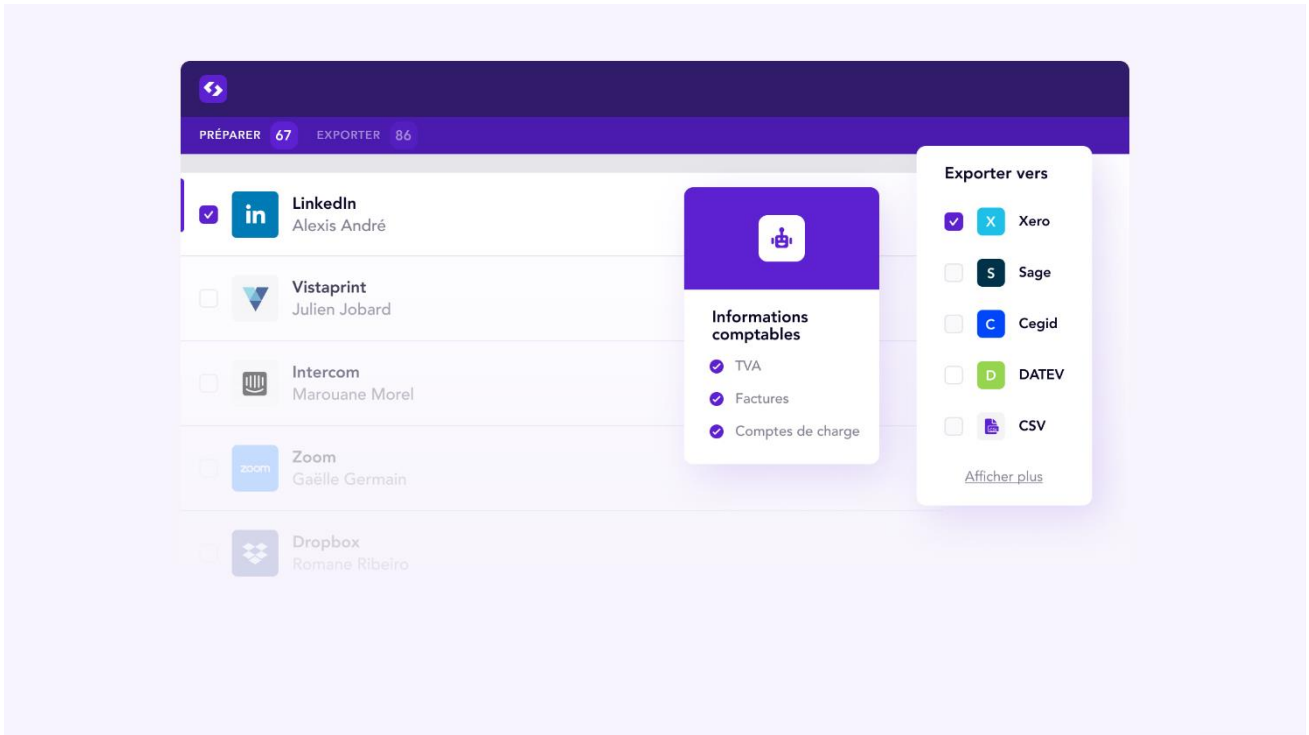
CHALLENGES

- **Expanding at all costs:** In total, Spendesk has raised €160 million in funding. The FinTech, which has experienced a very strong growth, plans to recruit 300 employees by the end of 2022, including a hundred people by the end of the year.
- **An effort of transparency:** If the majority of the French start-ups play the card of the retention of information, preferring to pay minimal fines rather than to publish their balance sheets, Spendesk made for its part the choice of the transparency. Its results, however inconvenient, have been made public.

MARKET PERSPECTIVE

- The French market represents about 60% of Spendesk's turnover. Although young, the FinTech can already count on its other markets to generate its future profits.
- However, it will have to rely on Europe (Germany and the United Kingdom in particular) since, according to its local results, Spendesk has not been able to set up its service in the United States.

Source: Press release



Feedback: Zopa reaches one billion and another dimension

Zopa is a British FinTech specializing in peer-to-peer lending, with big ambitions. It will now be able to realize these ambitions more easily thanks to a new financial backer: Softbank, whose appetite for European FinTechs is confirmed.

FACTS

- Founded in 2005, Zopa became known as the world's first peer-to-peer lending company.
- Zopa has just completed the largest fundraising in its history, raising £220 million (\$300 million).
- The round was led by Softbank Vision Fund 2, as well as historic FinTech investors such as Silverstripe, Northzone, Davidson Kempner Capital Management LP and Augmentum.
- This fundraising is accompanied by another announcement, as Zopa is said to be on the verge of breaking even.
- The British FinTech expects to do so by the end of the year.
- With 500,000 UK customers, Zopa is now valued at \$1 billion.

CHALLENGES

- Less specialization: This new round of financing is also an opportunity for Zopa to clarify its strategic ambitions around the deployment of new services. However, more than credit, savings remain at the heart of its objectives, as it was in 2020 after the launch of its bank.
- Validating a model: Zopa is also taking advantage of this fundraising announcement to clarify the latest results of its activities. Just over a year after launching its bank, Zopa has accumulated £675 million in deposits for its savings accounts. The FinTech has also issued 150,000 credit cards, putting it in the top 10 credit card issuers in the country. Since launching its credit business, Zopa has lent more than £6 billion.

MARKET PERSPECTIVE

- If Zopa does break even in the next few months, it would be one of the fastest-growing digital banks to become profitable, just 18 months after actually obtaining its banking license.
- Zopa is also said to be preparing for an IPO in the fourth quarter of 2022.
- For SoftBank, this financing is not its first support for European FinTech. The international investment giant recently participated in the creation of another Unicorn, this time in France, with Swile.

Source : Presse release



Bunq internationalizes its accounts

La néo-banque d'origine néerlandaise Bunq a officialisé le lancement d'une nouvelle offre baptisée "Local Currencies". Comme son nom l'indique, ce compte axe son offre sur l'acceptation de plusieurs devises et porte ainsi une promesse internationale censée répondre aux besoins des professionnels nomades.

FACTS

- The new "Local Currencies" account is primarily aimed at entrepreneurs and mobile and connected professionals, although the offer is also open to individuals.
- In addition to its digital-only support in the form of a mobile application, the "Local Currencies" account promises to meet the needs of international workers by allowing them to receive, convert, store and spend multiple currencies from a single space.
- As a result, customers of the offering will now be able to manage their exchanges with friends, family and business partners abroad indifferently in euros, US dollars, Bulgarian levs, British pounds, Swiss francs and Polish Złotys.
- How? Bunq has recently added German, French and Spanish IBANs to its app. Now, Bunq is letting its customers take advantage of this international opening through its new account.
- "Local Currencies" will allow Bunq customers to have several European IBANs attached to the same account and the same application.
- To launch its new offer, Bunq has partnered with Currencycloud, a foreign exchange solution for cross-border payments.
- Other currencies should be added to "Local Currencies" by the end of the year; Bunq relies on its users' suggestions to select future currencies.

CHALLENGES

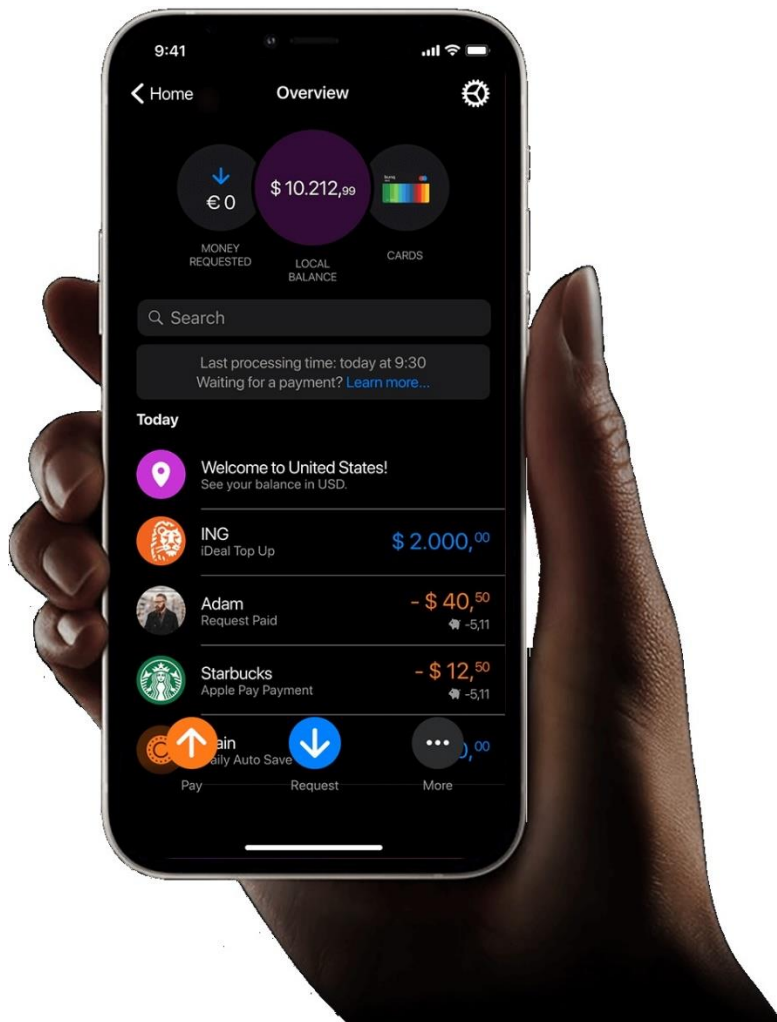
- **Overcome IBAN barriers:** While Bunq can assign IBANs from several countries to its new customers when they open an account, it now allows its customers to hold more than one IBAN without having to provide proof of residence or open a new local account.
- **Satisfy the "digital nomads":** Digital nomadism concerns entrepreneurs, most often from the web, who choose to work from abroad. But if this trend of connected and nomadic telecommuting has been accentuated with the health crisis, it was already foreseen in 2018. Some studies already estimated that the number of nomadic and connected teleworkers could reach 1 billion by 2035.

MARKET PERSPECTIVE

- Bunq has made its mark on the international banking market. In April 2021, its alternative offer finally managed to exceed one billion euros in deposits after doubling in 2019 and then in 2020.
- This year of 2021 was marked by numerous successes for Bunq, which also managed to :
 - raise 193 million euros in July,
 - 1.6 billion in value,
 - 1.6 billion, and reached break-even.

- Bunq is currently available on 29 European markets (Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Norway, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden and Spain), and is counting on its new funds to continue its internationalization, thus underlining the legitimacy of its "Local Currencies" offering.
- Libeo, a specialist in business-to-business payments in Europe, is integrating a major feature of Wise, the leader in international payments, into its solution: invoice payments in foreign currencies.

Source: [Press release](#)



Instant Payment

Klarna moves from BNPL to "Pay Now"

The BNPL giant and reference in its market in Europe has just announced the launch of a new service called "Pay Now". Behind the marketing veneer of this new offer is actually a major strategic shift for Klarna and a global restructuring of its offerings.

FACTS

- UK users of Klarna's services will now be able to opt for a new payment method. The service is called "Pay Now" and takes the form of an instant, one-time payment solution.
- At the same time, Klarna is announcing a series of measures to make its other BNPL offerings more transparent and accountable.
- The FinTech will thus:
 - tighten its credit access controls,
 - better validate borrower profiles with a tool that will allow users of its services to share their financial data (income and recurring expenses) to determine their ability to repay in the future,
 - improve the processing of complaints filed by users of its services,
 - simplify its terms and conditions,
 - eliminate late fees for its products.

CHALLENGES

- **Opening up a new market:** With "Pay Now", Klarna hopes to capitalize on the innovation of instant payment. This new payment method is gaining ground and is gradually replacing traditional bank transfers. The European Central Bank indicated that in December 2020, in the European Union, 7.8% of SCT (SEPA Credit Transfer) transfers were instant transfers, compared to 5.7% in December 2019.
- **Preventing future regulations:** With the meteoric rise of fractional payment solutions (BNPL), authorities have come to address the issue of regulating these activities in the UK as well as more broadly in Europe. The British government is preparing to introduce new measures aimed at protecting consumers by requiring identification and credit checks. For its part, the European Union has also announced the revision of the 2008 directive on consumer credit.
- **Maintaining its pioneering status:** As the European benchmark for Buy Now Pay Later, the Swedish FinTech has been hit hard by criticism from civil associations under the slogan "Stop the klarnage" and from regulators and is taking its role as a forerunner to heart, revamping its offering even before the new rules come into force.

MARKET PERSPECTIVE

- The Buy Now Pay Later trend is still strong. By 2025, FinTech consultancy Kaleido Intelligence predicts that spending generated by services such as Klarna, PayPal and Afterpay/Square will reach \$680 billion. This would represent a 92% increase over the \$353 billion spent via deferred or split payment services in 2019.

- The value of BNPL would reach more than 12% of total e-commerce spending on physical goods by 2025.
- In France, this market is also booming and could reach €10 billion by the end of the year according to professional estimates, compared to €6 billion in 2019. At the same time, the Banque de France has recorded nearly 55,000 cases of overindebtedness in the first five months of 2021, 37% more than in 2020.

Source: [Press release](#)



E-commerce & E-payment

SumUp strengthens its e-commerce offer

The British FinTech SumUp, a specialist in mobile payment solutions for small businesses and self-employed people, opted for diversification by launching an E-shop service for businesses last May. It is now reinforcing its system and its strategy.

FACTS

- SumUp E-shop offers a simplified solution for the creation of an online store with an integrated payment tool. It was launched last May by SumUp, during the deconfiguration, to support the recovery of SME and VSE activities.
- Today, and thanks to the dynamism of e-commerce, SumUp announces the strengthening of its offer.
- SumUp E-shop is therefore equipped with new features :
 - tools to create an online store in a few minutes,
 - a theme editor to customize the online storefront,
 - educational resources to help beginners or experienced entrepreneurs.
- The transformation of SumUp E-shop's model is also pricing since the FinTech is cancelling its subscription fees for its service (these were between 9€, and 59€ depending on the version of the service). Only per transaction fees will remain.
- This change is not due to the lack of success for the service for which SumUp claims to have found its target. SumUp specifies that its strategy is focused on enriching its new service; its teams are already working on future improvements.

CHALLENGES

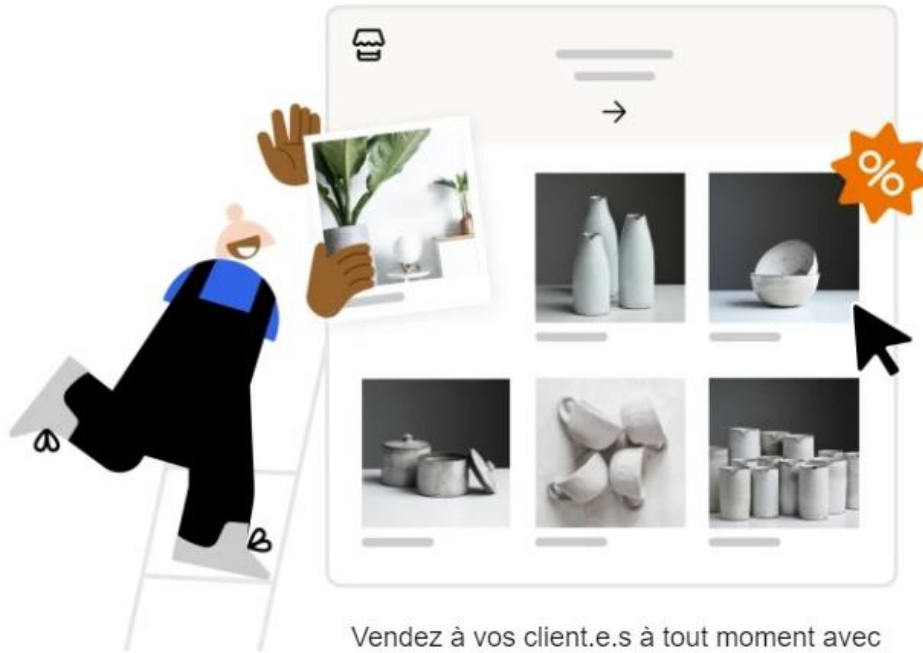
- **Moving from cash to marketplace:** The launch of SumUp E-shop is part of a global strategy to support small businesses on digital channels. The E-shop is more specifically a solution in SaaS mode allowing to quickly create an online store and to increase the turnover of small merchants.
- **Boosting revenues:** As a result, SumUp supports the activity and the collections of its customers and therefore, the use of its basic services dedicated to the collection. By varying its offerings, SumUp opens up new business for its core offering.

MARKET PERSPECTIVE

- The Covid-19 crisis has led to an explosion in sales of physical goods on the Internet. The growth was up to 100% during the confinements. According to the experts, the habits that have been formed will continue. From now on, nearly one product out of six bought in France is on the Web. E-commerce is no longer marginal.
- With the arrival of Square on the French market, mobile payment solutions such as Sumup will see their market share shrink, so they must react by diversifying their offer. The trend in this area is to support merchants in more verticals, particularly in the digitalization of their offer and in accounting management, which is also very popular with fintechs.

Source: [Press release](#)

Un magasin toujours ouvert



Vendez à vos client.e.s à tout moment avec
SumUp E-shop.

SumUp consolidates its American positioning

After months of preparation, British FinTech SumUp, which specializes in mobile payment services for small professionals and self-employed people, is continuing to internationalize its service. It is counting on a takeover to establish itself in the United States

FACTS

- SumUp has announced the acquisition of Fivestars, a US-based local commerce network. Fivestars is a marketing and payment services platform for businesses. It offers, among other things, a card payment terminal, a loyalty program, sales operations management and a store directory.
- Although SumUp was already present in the United States, it was not able to impose its offer against local giants like Square.
- The FinTech is now opening up to the more than 70 million customers of Fivestars, which also has 12,000 small businesses in its network.
- The deal is for \$317 million in cash and stock.

CHALLENGES

- **Leveraging a strong partner:** this is SumUp's first acquisition of a US company. Fivestars generates more than \$3 billion in sales and 100 million transactions per year.
- **Expand in the US:** This acquisition will serve as a lever for SumUp to deploy its offer in the United States. The payment service provider already operates on three continents and in a total of 34 countries in Europe, the US, Brazil and Chile.

MARKET PERSPECTIVE

- SumUp supports more than 3 million companies worldwide to date. It has more than 2,800 employees. Its acquisition of Fivestars also follows its fundraising in March 2021 for 750 million euros.
- This dynamism is particularly strong in recent months. The FinTech is looking to capitalize on the effects of the health crisis and the explosion of e-commerce to boost its revenues, and has just launched an E-Shop offer.
- The acquisition of a leading US company in the small merchant market is another aspect of its expansion strategy, this time more geographical. The FinTech already states that this opening will also be accompanied by the launch of new offers.

Source: [Press release](#)



A strong alliance in the BNPL market

"Buy Now Pay Later", the four words that translate the ongoing revolution in the payment/credit market. Until now, specialized players such as Klarna have been leading the way around the world. But in order to consolidate this dominant position in the face of galloping competition, Klarna has made a major new strategic choice to partner with Stripe.

FACTS

- The partnership between Klarna and Stripe takes the form of a strategic cooperation. Stripe's e-merchant customers will now be able to offer Klarna's fractional payment to their end customers.
- Countries involved: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, the Netherlands, Norway, Slovakia, Slovenia, Spain, Sweden, the UK and the USA.
- Initial tests have already been carried out to validate the benefits of this combination. Stripe's retail customers using Klarna's BNPL services have seen an average increase in sales of 27%.
- Stripe will also become Klarna's primary partner in the United States and Canada. Klarna will entrust Stripe with the management of 90% of its payment flows in both countries.
- Initial tests have already been conducted to validate the benefits of this partnership. Stripe's retail customers using Klarna's BNPL services have reported an average increase in sales of 27%.
- The two new partners are already planning to deepen and expand their partnership to more countries and products in the future.

KEY FIGURES

- *"Retail customers offering Klarna's BNPL services are experiencing on average"*
- *"a 41% increase in order volume"*
- *"36% increase in frequency of purchase on their site"*
- *"40% of new buyers coming to some sites from Klarna's services"*

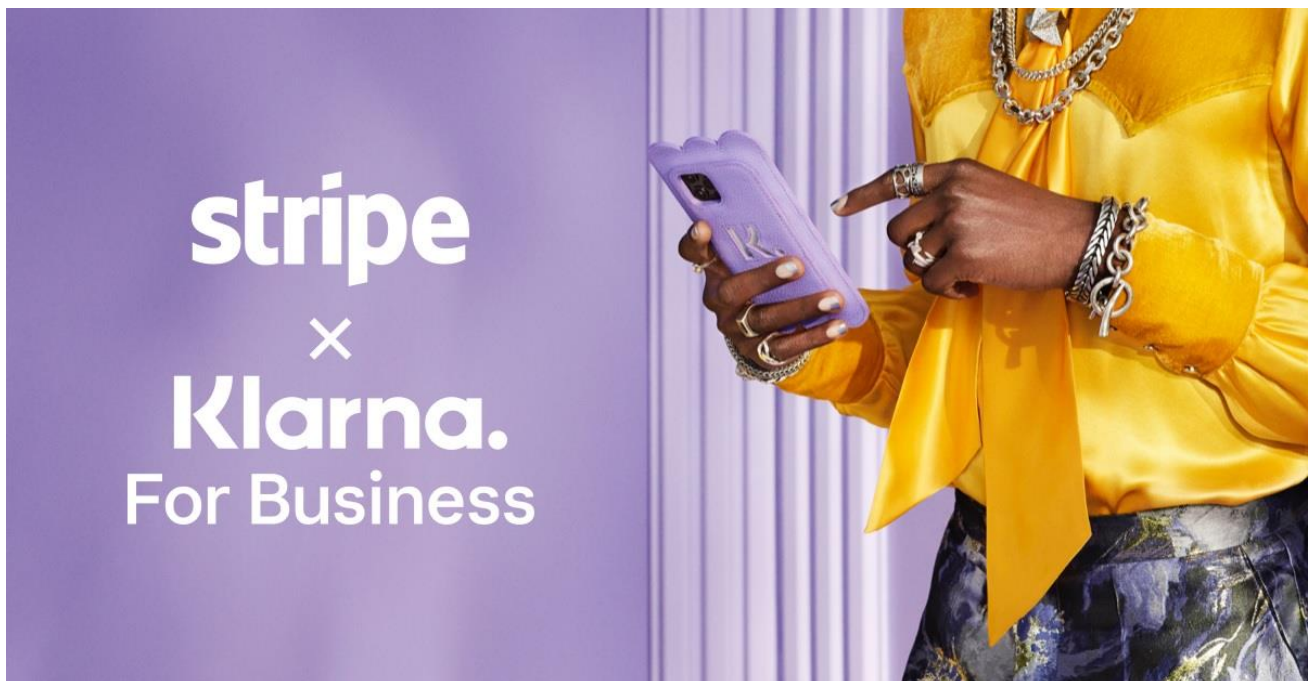
CHALLENGES

- **Satisfying an ogre's appetite:** Toplooks.ai, Appri, Stocard, Hero, or Inspirock. All of these acquisitions illustrate Klarna's immense ambitions for all markets. Today, its association with Stripe represents a major rapprochement between the two most valued FinTechs in the world.
- **Consolidate its positions in the United States:** Klarna has positioned itself in the US market in 2019. It celebrated its good results there last August but is now also counting on its partnership with Stripe to become a reference there, as much as in Europe.
- **Expand its distribution:** If Klarna currently has 90 million customers and more than 18 million active users per month, its ambitions of conquest are still important. Its association with Stripe opens the way to a wider distribution of its BNPL offer. Stripe offers its payment services to more than one million customers in some 20 countries.
- **Entering a high-potential market:** For Stripe, it's not so much a question of geographical dominance as it is of positioning itself in the market that is currently the focus of attention, namely BNPL. This is not an exclusive partnership, however, as Stripe also offers Afterpay payment methods.

MARKET PERSPECTIVE

- Partnerships and initiatives in the BNPL market are multiplying as the stakes are so high. Stripe and Klarna now have the ability to compete with other giants such as Square and PayPal.
- Other smaller players are also positioning themselves, with just as much ambition. Marqeta has just signed a partnership with Amount to help banks position themselves on the BNPL market.
- In Germany, Billie, a FinTech specialized in BNPL for businesses, has just raised \$100 million, notably from Klarna, and reached a valuation of \$640 million.

Source: [Press release](#)



Pos Checkout & mPos

Yavin integrates a tip application into its mPOS

Yavin was created in 2019 by payment and IT security experts. This French startup has been offering cashiering solutions since then and is renewing its offer today to adapt to the measures of tax exemption for tips

FACTS

- Yavin will now offer a new application dedicated to tipping to restaurant owners equipped with its latest generation of payment terminals.
- Available directly from a smartphone, this solution will display a window dedicated to tipping at the time of checkout.
- The restaurant owner's customers will then be able to choose between several options by simply clicking on the affiliate button:
 - Tip 10% of the amount of their bill,
 - pay 20% of the amount of their bill,
 - fill in another amount,
 - do not tip.
- At the end of the service, the restaurant owner will be able to see all the tips obtained for each of his servers equipped with a compatible terminal.

CHALLENGES

- **A multi-service terminal:** Yavin offers alternative terminals under Android. It therefore boasts the ability to add multiple applications to its terminals, depending on the needs of merchants (loyalty, cash register software, notification and customer relations services, etc.). These applications are available in a dedicated store.
- **Continuing its expansion:** Yavin has just raised 1.2 million euros, allowing it to enrich its offer. The Yavin solution currently has more than 500 merchant customers and records tens of millions of euros of transactions per year.
- **Take advantage of a governmental decision:** The President of the Republic Emmanuel Macron has just announced a tax exemption for tips in the hotel and restaurant markets for the year 2022. Yavin ensures the launch of its new feature in this very favorable context, specifying that it has anticipated this legislative reversal. Until now, unlike cash tips, card tips were automatically declared and taxed.

MARKET PERSPECTIVE

- In the U.S., tip payments have long been a focus of some cash handling companies. DipJar introduced a dedicated tip payment terminal in 2012.
- The American start-up Tip.ly launched an application combining facial recognition and geolocation to facilitate tip payments in 2014.
- In France, we had to wait for the relaxation of the legislation to see new initiatives on this topic.

Source: [Press release](#)



Digital Voucher Market

Swile reaches Unicorn status

Swile, formerly known as Lunchr, has established itself in three years as a reference in the restaurant voucher market. So much so that it has just obtained its Unicorn status thanks to a new round of financing.

FACTS

- Swile just announced its latest fundraising round, the fourth in its history. The FinTech has raised 200 million dollars (175 million euros) in a series D round.
- At the head of this round, Softbank, a reference investor in the global market of new technologies. It has also provided financing for companies such as Uber, Revolut and Lemonade. Eurazeo, Index and Bpifrance Large Venture also participated as historical investors.
- This new round of funding allows Swile to reach the status of a new French Unicorn in record time.
- The FinTech also takes advantage of this announcement to present its two new services:
- Swile Card, an aggregator card for all employee services (meal vouchers, gift vouchers, mobility...);
- Swile APP, a mobile application (whose beta version is 12 months old), presented as a tool for employee engagement and a lever for HR performance

CHALLENGES

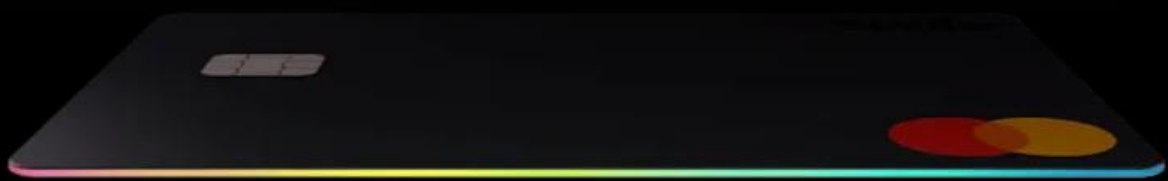
- **Breaking a record:** Just recently, Sorare, a start-up pioneering NFT technology in the world of virtual soccer, made headlines by reaching Unicorn status a little less than three years after its launch. Swile is close to this record today by becoming a Unicorn 3 years and 8 months after its creation.
- **Expanding internationally:** By 2024, Swile plans to expand beyond its national borders into Latin America. This commitment is in line with Swile's acquisition of the start-up Vee Beneficios in early 2021, which should allow it to enter the Brazilian market. Brazil represents a large market, with nearly 50 million people eligible for employee benefits.
- **Recruiting:** In addition to its 120 employees currently based in Brazil, Swile will use its new funds to hire up to 1,000 employees (compared to 500 today) by the end of 2022, divided between France and Brazil.

MARKET PERSPECTIVE

- Swile struck a blow on the market at the beginning of 2021 by beating Edenred to the punch as Carrefour's new meal voucher provider.
- Today, FinTech holds 13% of the employee benefits market in France, covering the needs of a wide range of companies, from very small businesses to major technology companies (Doctolib, Airbnb and Spotify) and very large groups.
- The successive takeovers of the star-tup Leeto by the Up Group (Chèque Déjeuners) and of Wedogood by Sodexo in recent months must also have contributed to inflate the valuation of Swile, a reference challenger.

Source: [Press release](#)

Let's smile at work.



Swile, la carte et l'app au service de
l'engagement des employés.

IoT, wearables

A new player for in-car payments: JP Morgan

Last September, JP Morgan announced that it was taking a majority stake in Volkswagen Payments SA, the payment platform of Volkswagen Financial Services. This strategic move by the group reveals the dynamism and potential of a future market.

FACTS

- JP Morgan and Volkswagen Financial Services have signed a strategic agreement for the U.S. bank to acquire a majority stake in Volkswagen Payments SA, for approximately 75% of the financial captive's entity.
- Under the agreement, Volkswagen Financial Services will continue its activities as a payment and financial services provider for the entire Volkswagen Group.
- JP Morgan will, however, take ownership of all digital payment services offered by Volkswagen Payments around the vehicle at the time :
 - the initial purchase of the vehicles by their owners
 - their rental,
 - payment of the purchase price on board the vehicle
 - refueling or recharging vehicles,
 - parking,
 - subscription services and other insurance.
- The acquisition is still subject to approval by the relevant regulatory authorities. The final agreement is expected to be concluded in the first half of 2022.

CHALLENGES

- **Setting a benchmark:** JP Morgan is gaining a central position within the automotive industry. Volkswagen Payments was founded in 2017 to carry a payments infrastructure specifically designed for the automotive industry. It currently operates its business in 32 markets around the world.
- **Becoming a reference in the mobility market:** In addition to in-car payments and financial services around the motor vehicle, JP Morgan has planned from the start to build on this acquisition to develop a broader payments platform around mobility in general.
- **Taking advantage of a financial windfall:** The in-car payment market is expected to be worth more than \$4 billion worldwide by the end of 2021 according to some studies. And according to a global study by Ptolemus Consulting Group on payments made via connected vehicles, 600 million vehicles will generate transactions worth more than \$500 billion by 2030.

MARKET PERSPECTIVE

- Earlier this year, Gartner published the results of a study predicting very strong growth in in-car payments worldwide.

- Since then, initiatives have multiplied and the market's dynamism is confirmed. Especially since it is driven by many different players, gravitating around the automotive sector (manufacturers and oil companies), or coming from any other horizon (like the web giant Amazon).
- JP Morgan belongs to this second category of players, but its takeover of Volkswagen Financial Services should give it the legitimacy it needs to successfully position itself in this market of the future.

Source: [Press release](#)

J.P.Morgan

VOLKSWAGEN FINANCIAL SERVICES

AKTIENGESELLSCHAFT

Actors

Google abandons Plex to the surprise of everyone

New retropedalus for Google on the financial services market. While the web giant presented Plex as the realization of its home account and its "banking" ambitions, it has finally and against all expectations, suspended its service.

FACTS

- Google has announced that it has abandoned the idea of offering "banking" accounts to users of its services. The Plex project, although well underway, is therefore coming to an end before it has even been officially launched.
- Plex was supposed to allow American users of Google Pay to use a bank account carried by Google in partnership with traditional banks such as Citigroup and Stanford Federal Credit Union.
- Already postponed due to the (official) Covid-19, the project was finally cancelled.
- However, Plex had new banking partners and, above all, 400,000 users on its waiting list. Not enough to allow Google to realize its financial ambitions.

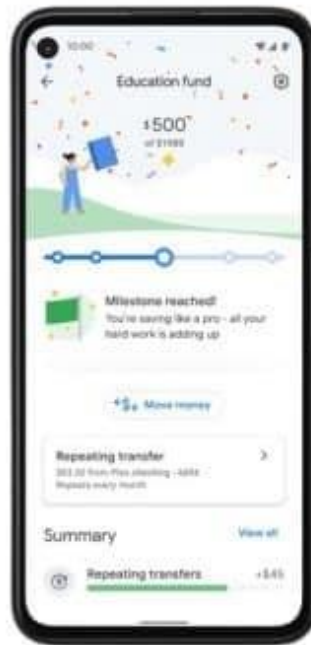
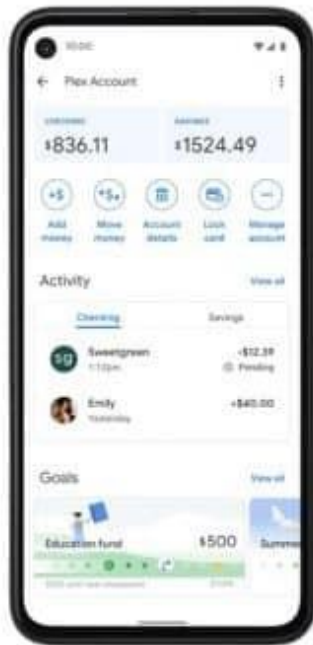
CHALLENGES

- **The end of a partnership:** Google had joined forces with Citi Group and other major banks to offer its Plex accounts. The cancellation of the project also leads to the end of this important partnership between the web giant and the traditional bank players. The new director of Plex would have advanced a fear, emitted by the giant of the web, to define itself an uncomfortable position between the partnership and the competition in front of the historical banking actors.
- **A back-office work:** Google specifies today that its financial ambitions will focus more on the Banking-as-a-Service market and on BtoB services for financial professionals. Last May, it presented a new initiative to respond to the Covid-19 crisis. This is a digital automated credit platform, whose infrastructure is made available to financial institutions to simplify the distribution of loans.

MARKET PERSPECTIVE

- Google's backtracking on Plex is a good illustration of the ambiguous relationship that the web giants have with financial players. Pioneers of Wallets, they are still struggling to impose them in consumers' daily use, even though their strength could/should have represented a major advantage.
- In addition to their difficulty in presenting services that are finally complete, they are also confronted with regulatory requirements and the generalized fear of historical players and institutions refusing to leave them free to impose ecosystems of services that are compartmentalized and governed only by internal rules.
- Google is now focusing on another manna, that of data, and on acquisitions to develop its ambitions in the financial sector.

Source: [Business Insider](#)



A strong alliance in the BNPL market

"Buy Now Pay Later", the four words that translate the ongoing revolution in the payment/credit market. Until now, specialized players such as Klarna have been leading the way around the world. But in order to consolidate this dominant position in the face of galloping competition, Klarna has made a major new strategic choice to partner with Stripe.

FACTS

- The partnership between Klarna and Stripe takes the form of a strategic cooperation. Stripe's e-merchant customers will now be able to offer Klarna's fractional payment to their end customers.
- Countries involved: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, the Netherlands, Norway, Slovakia, Slovenia, Spain, Sweden, the UK and the USA.
- Initial tests have already been carried out to validate the benefits of this combination. Stripe's retail customers using Klarna's BNPL services have seen an average increase in sales of 27%.
- Stripe will also become Klarna's primary partner in the United States and Canada. Klarna will entrust Stripe with the management of 90% of its payment flows in both countries.
- Initial tests have already been conducted to validate the benefits of this partnership. Stripe's retail customers using Klarna's BNPL services have reported an average increase in sales of 27%.
- The two new partners are already planning to deepen and expand their partnership to more countries and products in the future.

KEY FIGURES

- Retail customers offering Klarna's BNPL services are experiencing on average :
 - a 41% increase in order volume,
 - 36% increase in frequency of purchase on their site,
 - 40% of new buyers coming to some sites from Klarna's services.

CHALLENGES

- **Satisfying an ogre's appetite:** Toplooks.ai, Appri, Stocard, Hero, or Inspirock. All of these acquisitions illustrate Klarna's immense ambitions for all markets. Today, its association with Stripe represents a major rapprochement between the two most valued FinTechs in the world.
- **Consolidate its positions in the United States:** Klarna has positioned itself in the US market in 2019. It celebrated its good results there last August but is now also counting on its partnership with Stripe to become a reference there, as much as in Europe.
- **Expand its distribution:** If Klarna currently has 90 million customers and more than 18 million active users per month, its ambitions of conquest are still important. Its association with Stripe opens the way to a wider distribution of its BNPL offer. Stripe offers its payment services to more than one million customers in some 20 countries.
- **Entering a high-potential market:** For Stripe, it's not so much a question of geographical dominance as it is of positioning itself in the market that is currently the focus of attention, namely BNPL. This is not an exclusive partnership, however, as Stripe also offers Afterpay payment methods.

MARKET PERSPECTIVE

- Partnerships and initiatives in the BNPL market are multiplying as the stakes are so high. Stripe and Klarna now have the ability to compete with other giants such as Square and PayPal.
- Other smaller players are also positioning themselves, with just as much ambition. Marqeta has just signed a partnership with Amount to help banks position themselves on the BNPL market.
- In Germany, Billie, a FinTech specialized in BNPL for businesses, has just raised \$100 million, notably from Klarna, and reached a valuation of \$640 million.

Source : [Presse release](#)



Blockchain and crypto-currencies

Visa wants to make MBDCs interoperable

Payment giant Visa has just revealed the new outline of its ambitions for Central Bank Digital Currencies. In order to become a reference in this future market, Visa is now planning to take charge of the interoperability of these crypto-currencies.

FACTS

- Visa has just unveiled a concept developed by its teams and called "Universal Payment Channel" (UPC). As its name suggests, its ambition is to create gateways between Central Banks' Digital Currencies, in order to promote channel interoperability.
- Visa teams have been working on UPC since 2018. This work has finally resulted in the emergence of a universal payment channel capable of connecting the networks of stable digital currencies and the blockchains of central banks and private players.
- For governments are not the only ones targeted by the UPC service, which is committed to serving all digital currencies, including stable private or counting among the leading crypto-assets (Bitcoin and Ethereum in the lead).
- This service, in the form of a hub, will thus promote secure exchanges between digital currencies. Visa presents UPC as a universal blockchain adapter.

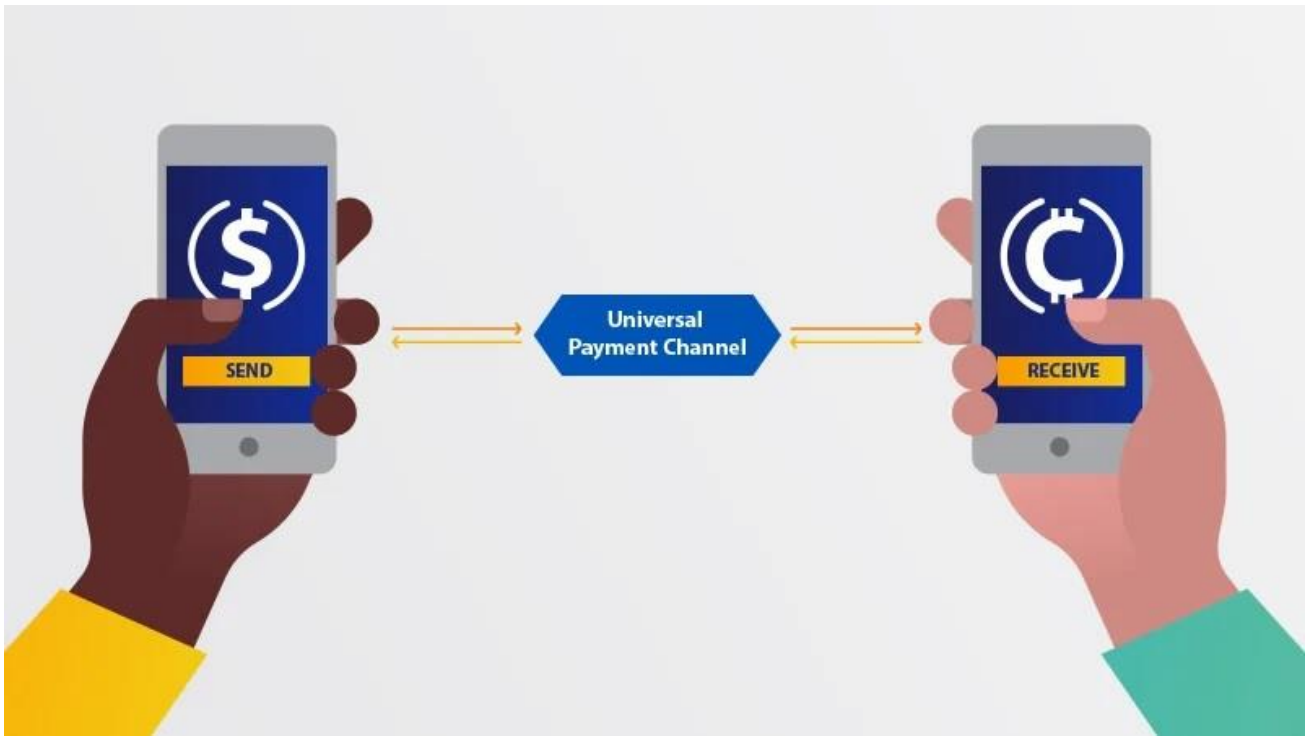
CHALLENGES

- **Participate in the democratization of CBMs:** Facilitating exchanges between CBMs has been at the heart of Visa's work for many months. The payment giant is indeed looking to move from its "only" status of scheme to that of reference of this future economy relying on stable digital currencies. Visa had already launched an offline MNBC exchange solution in December 2020.
- **Entering the international transfer market:** What Visa has in mind seems to be a payment solution similar to what RippleLabs has been offering for several years. The latter relies on the XRP exchange market to move funds across borders between two accounts held in different currencies.

MARKET PERSPECTIVE

- Yuan, Crown, Rupee, Euro, Dollar, ... Many national currencies are now working on their transformation to a digital version. Dematerialized exchanges are becoming more and more important, underlining the legitimacy of these new currency models.
- Visa is not only interested in MNBCs but in all crypto-currencies. The group is posing as a partner of financial organizations in general on this market by also offering since last February APIs allowing banks to offer their customers to buy, hold and sell crypto-currencies.
- The company regularly reaffirms its commitment to developing its crypto offering. In 2020, by partnering with Circle, VISA had announced support for USDC stablecoin on select credit cards. The payments giant was also making a big splash this summer, buying its first CryptoPunk for \$165,000.

Source: [Press release](#)



When a dating site launches its own currency

Tinder was previously known for its dating site model based on quick swipes of its members' photos. Now, Tinder is revamping its offering by launching its own in-app virtual currency.

FACTS

- The dating site Tinder has just launched its in-app virtual currency called "Coin".
- To capitalize on "Coins", Tinder members will have to:
 - stay active on the service,
 - keep their profile up to date,
 - buy "Coins" by reloading their account.
- Tinder members who have "Coins" will then be able to spend them to access additional features on the platform, by activating "Boosts" or "Super Likes" to enhance themselves in the eyes of their crush for example.
- A first conclusive test has already been conducted with some users of the application during last spring.
- Australian users of the application will be the first to be able to use Tinder "Coins", available in their country by the end of the month.
- Other markets should be covered later, without Tinder specifying a date for now.

CHALLENGES

- **Keeping members active and captive:** Tinder's "coins" payment system does not require any particular effort from the network's members. It acts as a motivational tool and fights against competition from other dating sites, since the "coins" can only be spent in-app to access 100% Tinder services.
- **Renewing a business model:** Dating sites usually rely on a user base that accesses their service for free. They then generate revenue by offering paid or subscription-based options. Tinder is renewing this model by offering an in-app currency to the most active members but open to all those who do not necessarily want to commit to a subscription.
- **Conquering new users:** With its "Coins", Tinder is also trying to convince Asian users who are, according to the American group, less used to subscriptions than to in-app transactions.

MARKET PERSPECTIVE

- Tinder is the most popular dating application in the United States according to Statista figures.
- With its new model, it is surfing on the news by promoting a new payment service that is broadly based on the crypto-currency model that is currently making headlines around the world.
- In any case, this very marketing promise goes against another trend that has been in vogue for the past few months: the subscription model.

Source: [Bloomberg](#)



Stripe is also interested in crypto-currency

The online payment giant Stripe continues to diversify its activities. It has indeed just launched the recruitment of new profiles to create a team entirely dedicated to the crypto-payments market.

FACTS

- Stripe is committed to providing an optimized money exchange experience in a cryptographic environment in the future.
- The web giant is presenting its new job offers in this sense, in favor of the creation of a new Crypto team within its infrastructure.
- Four positions are to be filled in the United States and concern the profiles of cryptographic engineers.

CHALLENGES

- **Optimizing payment:** While Stripe has not officially communicated about the creation of this new crypto team, Edwin Wee, the group's communications manager, says that crypto-currencies offer the potential to make payments cheaper and faster.
- **Catching up with the competition:** Crypto-currency services have taken center stage in the offerings of the majority of payment service players, with PayPal or Square representing the biggest competitive risks for Stripe to date.

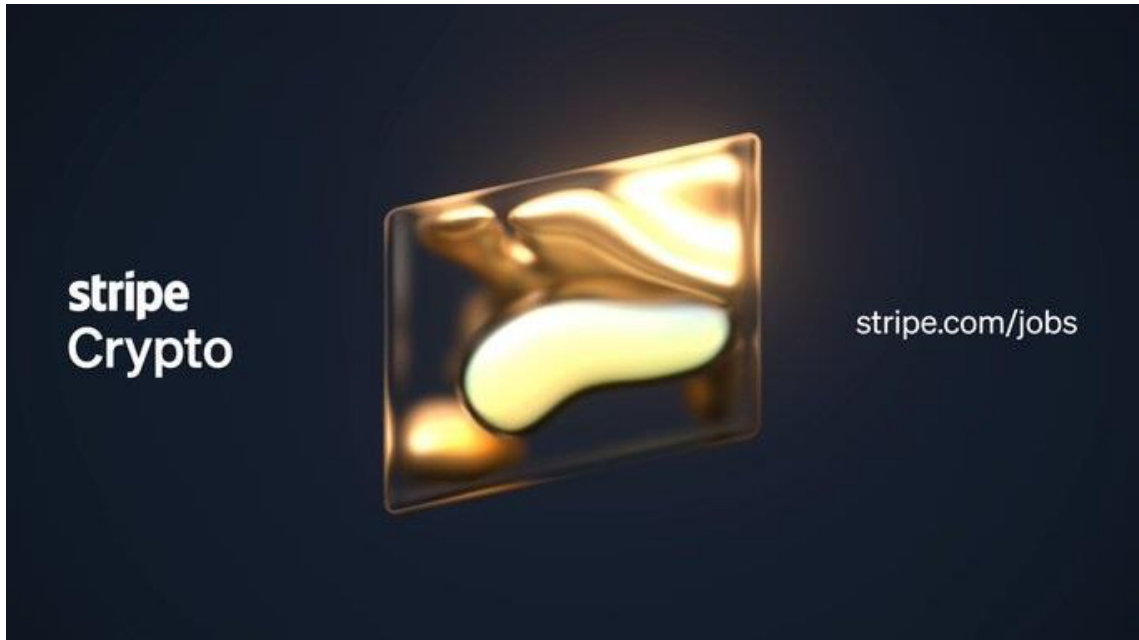
MARKET PERSPECTIVE

- Stripe was among the first payment players to offer support for Bitcoin. Yet after three years in the market, the payment giant had finally announced that it was ending support for Bitcoin payments in 2018, believing that the crypto-currency had no future in payments.
- The creation of a new team dedicated to crypto-currencies represents in this sense a backtracking for Stripe as Bitcoin has just passed the \$50,000 mark again and the United States has just established itself as the leading country for Bitcoin mining in the world.

KEY FIGURES

- "Over 250 million API requests per day"
- "90% of U.S. adults have made a purchase using Stripe's services"
- "Over 135 currencies and payment methods supported"
- "Over 35 countries covered"

Source: [Twitter](#)



Novi finally hits the market

Facebook's digital wallet, called Novi, is finally making its appearance on two international markets. A half-hearted launch, however, since it is without Diem, the web giant's stable home corner.

FACTS

- Novi is being launched as part of a pilot project currently being conducted in the United States and Guatemala.
- Novi will be available from smartphones and will allow users to pay or receive funds instantly, securely and without fees, including for international payments.
- The currency used in these Novi wallet exchanges will initially be USDP, or Pax Dollar, developed by Paxos, a New York-based technology company specializing in blockchain. Facebook is also relying on a partnership with Coinbase, a leading cryptocurrency exchange platform, to launch Novi.
- 1 USDP is worth 1 USD.
- Customer journey:
 - first testers will be invited to download a dedicated application on iOS or Android,
 - they will then have to register as Novi users with an ID card and then load their account with a debit card,
 - they will then be able to select recipients of funds via the application, among the contacts saved in their phone. These contacts will in turn have to register as Novi users to properly receive the funds.
- USDP can be :
 - stored on the Novi wallet,
 - withdrawn in cash from a merchant partner of the network,
 - transferred to a bank account linked to the Novi account.

CHALLENGES

- **Demonstrate its operability:** Facebook specifies that this preview launch aims to demonstrate the effectiveness of the group's digital wallet and its ability to meet the expectations of end customers. The web giant justifies in this sense the use of a first stable coin that has already proven itself, to first judge the functionality of a system more than a new alternative currency.
- **Filling the needs of the unbanked:** Novi is presented as a tool to fight against underbanking and the financial divide around the world. Facebook estimates that 1.7 billion adults worldwide are unbanked and represent as many potential future users for Novi. Moreover, in Guatemala, 56% of the population has no access to financial services while almost 100% have a cell phone.
- **Offering a new alternative to international payment services:** The choice of Guatemala and the United States as test countries is not insignificant. Novi will primarily serve as a new international money transfer service. Money sent by friends and family living abroad to Guatemalans contributes to 14% of the country's GDP. And 90 percent of those remittances come from the United States.
- **Supporting Diem:** Novi's launch with the Pax Dollar forces Facebook to renew its assurance to Diem. Because the web giant justifies not trusting its own virtual currency. It nevertheless prefers to ensure

the positioning of Novi on a market, with a currency already in circulation, before introducing Diem in a second time, after the currency has received the necessary regulatory accreditations.

MARKET PERSPECTIVE

- Facebook promised an international money transfer service to its 2.8 billion members almost two years ago. Diem, formerly Libra, was to be officially launched in January 2021. However, the discussions led by Facebook with different financial regulators have not been successful, forcing the web giant to make different postponements.
- Last August, the project seemed to be taking shape as Novi and Diem had received the approval of the American regulator for a launch in several states.
- The final twist is that this agreement now only seems to concern Novi. But Facebook apparently does not want to be delayed any further and prefers to ensure the launch of its Wallet, while waiting to be able to offer its entire range of services.

Source: Press release



Walmart installs Bitcoin ATMs in its stores

This time, it's not a Fake News. The American retail giant Walmart is installing Coinstar machines in its stores in the United States. These will allow Walmart customers to buy Bitcoin and other crypto-currencies.

FACTS

- Walmart mall customers will now be able to access nearly 200 Coinstar kiosks installed directly in the retail giant's stores across the United States.
- These Coinstar kiosks originally allowed customers to redeem pennies for coupons at partner merchants.
- But thanks to a partnership signed with Coinme, one of the largest U.S. crypto-currency exchange platforms, Coinstar kiosks also make it easy to buy Bitcoins.
- And that's the service that will now be offered by the kiosks within Walmart stores themselves.
- Customer Journey:
 - customers will be able to insert bills into Coinstar machines,
 - they will have to select a crypto-currency voucher edition,
 - they will then have to create a Coinme account,
 - they will be able to use their voucher to buy crypto-assets.
- Operations performed on Coinstar machines are charged 4% for Bitcoin exchange.
- The launch of this new service is part of a pilot program. Eventually, 8,000 Coinstar machines are expected to offer this option in the United States.

ISSUES

- **Rumor and false start:** The history of Walmart and crypto-currencies has been marked by a false start. A false press release had indeed circulated last September, announcing a partnership between the retailer and Litecoin, one of the world's leading crypto-currencies. Before Walmart's denial, the Litecoin price had had time to jump by 32%.
- **A step-by-step positioning:** Walmart sees the crypto-currency market as a way to introduce new services to its customers. In particular, the retailer is looking for crypto-currency experts to join its teams.
- **Democratizing crypto-currencies:** The installation of "Bitcoin ATMs" in Walmart stores represents an important step on the road to democratizing Bitcoin and other crypto-assets.

MARKET PERSPECTIVE

- The Bitcoin craze is still going strong. In the last few days alone, several major announcements have been made about the world's leading crypto-currency.
- The US market is particularly concerned as the largest US bond fund Pimco announced its future investments in crypto-currencies, Wall Street welcomed its first Bitcoin ETF and Bitcoin finally broke the \$65,000 mark.

Source: [Reuters](#)



MasterCard organizes loyalty in crypto-currencies

MasterCard has just signed a new partnership that once again says a lot about its future strategy. The payment giant is indeed making its transition into the crypto-currency market, and is now also relying on the specialized company Bakkt to succeed.

FACTS

- MasterCard will now work in partnership with crypto-currency company Bakkt.
- At the heart of their partnership:
 - issuing MasterCard credit or debit cards solely dedicated to crypto-currencies and based on wallets managed by FinTech Bakkt;
 - combining MasterCard credit or debit cards with a loyalty program that offers rewards in crypto-currencies.
- This offering will only be available in the US initially.
- MasterCard and Bakkt will now look to evangelize their solution to US banks, merchants and other FinTechs in order to spread their cards and loyalty program affiliated with crypto-assets to as many people as possible.
- For MasterCard and Bakkt partners who would like to enter the program, it will thus be enough to prefer loyalty points in crypto-assets rather than cashback or miles for example.

CHALLENGES

- **Renewing loyalty:** Integrating crypto-assets into a loyalty and cashback program represents a new transformation step for loyalty programs, a differentiating element in an ultra-competitive market.
- **Boosting the use of crypto-currencies:** MasterCard is counting on a partner to make its physical cards compatible with the future market of crypto-assets. In this sense, the payment giant is participating in the democratization of virtual currencies, especially since the loyalty points generated as part of its partnership with Bakkt can be used to make card payments later on.
- **Doubling its competitor:** Visa was already one of Bakkt's partners and offered a less successful debit card until now. It allows you to spend Bitcoins to make purchases at merchants that accept Apple Pay or Google Pay. MasterCard is now thinking bigger for its solution.

MARKET PERSPECTIVE

- Until now, MasterCard has shown a strong interest in crypto-assets, but apart from an association with Wirex and the Diem project, there have been few concrete actions to show this interest. The American scheme said it wanted to integrate stablecoins into its payment infrastructure last February.
- A few days later, MasterCard even committed to issuing cards dedicated to the Bahamian virtual currency in order to confirm its ambitions on the subject.

Source: [Press release](#)



Digital Identity and Biometry

The palm of the hand, future ticket to events?

Going beyond digital ticketing services such as theater tickets or movie tickets on smartphones. Amazon is looking much further ahead as it seeks to deploy its Amazon One solution in this sector.

FACTS

- As a reminder, Amazon One was presented, in October 2020, as a revolution for the in-store shopping experience. The palm recognition technology was then used to validate payments.
- Thanks to advanced algorithms, Amazon's technologies are able to identify the palm signature of people.
- Today, Amazon is opening up its uses, going beyond the sole field of payment and using its technology as an access solution to cultural events.
- To do this, Amazon has partnered with AXS, a ticketing specialist and access manager for certain entertainment and cultural venues.
- Their partnership resulted in the installation of Amazon One-enabled kiosks at the entrance of a Colorado amphitheater, Red Rocks Amphitheatre.
- Customer Journey:
 - visitors can register at one of two dedicated kiosks, located just before entering Red Rocks Amphitheatre or inside the amphitheater (for future AXS events),
 - registration takes less than a minute and allows guests to link their AXS client ID to the palm of their hand,
 - guests have the option of registering with one or both palms,
 - Upon entering the venue, attendees registered with Amazon One via the AXS ticketing service can then choose to simply scan their palm instead of their mobile ID or ticket.
- In addition to Red Rocks Amphitheatre, other venues are expected to be covered by the technology in the future.

CHALLENGES

- **Opening up outside its own chain:** Amazon One was until now only used as a payment technology in Amazon or Whole Foods Market stores. This association with AXS allows the web giant to extend Amazon One outside its own ecosystem and to install it in a new market: the events and ticketing market.
- **Shorten queues:** The Amazon One technology promises instant biometric recognition and therefore users of the technology. The gesture allowing identification is also extremely simplified since it requires only a hand raise.

MARKET PERSPECTIVE

- While Japanese banks and technology giants were the first to develop this palmprint scanning technology, Amazon is taking advantage of its strength to further promote its offer and extend it to new uses.
- Since the launch of its technology a year ago, 60 Amazon Go, Whole Foods Market, Amazon Books, Amazon 4-Star, Amazon Fresh and Amazon Pop Up stores have accepted payments via Amazon One. The web giant has reportedly recorded tens of thousands of customer registrations for its service.

Source: [Press release](#)



Facial recognition payment to access the Moscow metro

The Moscow Metro recently demonstrated its upcoming trip validation system for its riders. It relies on facial recognition to simplify the process as much as possible and illustrate the potential of this technology.

FACTS

- The demonstration of the facial recognition payment technology installed in the Moscow metro took place on September 23.
- No more need for metro cards, tickets, smartphones or even means of payment. Test users can access their metro lines by simply walking in front of gates equipped with special cameras to validate their access.
- Volunteers and Moscow Metro employees are currently testing the device. It works even if transport users are wearing a sanitary mask, which is still mandatory on Russian public transport to date due to the pandemic.
- The official deployment of this technology is scheduled for October 15. On that date, the 241 stations of the Russian network will have to start their progressive equipment.
- Other payment methods will remain available in parallel.
- The Moscow metro did not give any details about the enrolment procedure or the link between the biometric data and the users' transport tickets.

ISSUES

- **Surfing the health crisis:** The Covid-19 pandemic will have contributed to the development of facial recognition initiatives, drowning out counter-arguments concerning the privacy of citizens in favor of health and preservation rules. Russia is a case in point; the country has installed tens of thousands of cameras on its streets to monitor curfew compliance.
- **Smoothing access:** The Moscow metro is one of the busiest transport networks in Europe. Beyond the context of the acceptance of these controversial technologies, the Moscow metro insists on the interest of this technology to fluidify the access to its network. The facial recognition system is said to be three times faster than other systems for validating tickets or payments.

MARKET PERSPECTIVE

- Over the years, the uses of facial recognition have diversified, driven by pure payment initiatives, by efforts to simplify customer enrolment and by attempts to improve commercial personalization.
- But these experiments do not lead to the democratization of concrete solutions, and the borderline between technological tests and mass-market services remains.
- Russia, on the other hand, is ignoring accusations of lack of respect for privacy to show the way to a possible adaptation of these technologies to everyday use.
- In addition to this initiative in the Moscow Metro, Sberbank also revealed a first pilot with positive results for its facial recognition payment system. Last April, it announced that it would be deploying its technology on a large scale.

Source: [AFP](#)

