

The perfect finishing up.



June 30 2022

By Finnovating Platform

Connect & Collaborate with 50K FinTech in our Platform: www.finnovating.com

<https://www.theunconferences.com/why-the-unconferences>



BBVA



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HIPOTECAS.COM



FinTech Unconference *MADRID 2022*

#uFinTech



+100 CEOs of Europe's most innovative FinTech companies gathered at the private meeting organized by



Finnovating

THE FINTECH PLATFORM

The largest FinTech Summit took place in Madrid.



Unconferences.

A private event in collaboration with Madrid Investment Attraction.



Madrid Investment Attraction (MIA), the international economic promotion office of the Madrid City Council, has been the official partner of Finnovating in this FinTech Unconference Madrid 2022. The main objective of this collaboration is to **position the city of Madrid as an international benchmark for the sector and attract FinTech talent.**

MIA and Finnovating are at the disposal of any international Fintech project interested in scaling its business in the privileged ecosystem that our city offers today. We offer information, support and even temporary accommodation.



FinTech Unconference

Madrid 2022.

Boosting innovation and the development of the financial sector

On June 30th, the VI Edition of the FinTech Unconference 2022 took place. It is the **largest annual private meeting** of great impact organized by Finnovating that brings together exclusively the 100 innovative CEOs and leaders of more than 20 countries in the FinTech sector, major partners, regulators and supervisors.

The Unconference **defines the future of the sector in Spain** and promotes its innovation and development by discussing challenges, opportunities and trends in the different areas that most interest its participants.

The objective is to **develop the ecosystem in a collaborative way** among the leading players in the sector, generating valuable insights for your business and fostering positive synergies and other opportunities.

The day included several Unconference Sessions such as workshops, success stories, collaboration initiatives, the vision of investors and the presentation of the Top Ecosystem Leaders and Best FinTech Solutions of the sector. And, of course, a day full of networking and finally re-connecting face-to-face in a unique space and time!

Unconference Venue. Torre de Cristal.



Workshops.

1 session. 3 topics.

- Collaboration FinTech-corporations, ¿wishful thinking or reality?
- The new FinTech Metaverse.
- Raising capital and scaling up internationally without dying in the attempt.



Workshop 1: Collaboration FinTech-corporations, wishful thinking or reality?

- For a collaboration to be successful, a startup must think about how it can add value to the corporation, not just the solutions it can bring to the market.
- Collaborations should not only be for the growth of corporations, but also a way to eliminate bottlenecks and increase efficiency.
- The word innovation is interchangeable with the word business, and we have marketing to thank for that.
- Corporations will not be the only ones seeking to innovate, but also medium-sized companies; one obstacle they face is that not all companies can afford an innovation department.
- The culture of a startup is fundamental and the biggest barrier to a successful relationship - the goals must be aligned from both.
- A recent cultural shift is appointing people with tech backgrounds as CEOs and other executive positions.
- The problem lies in the strategy: having people with technological backgrounds in executive positions leads to unconventional ideas.

Workshop 2: The new FinTech Metaverse.



- **KYC (Know your clients):** Avatar verification tool, a roundtable company is already working on it, so that you can operate with more confidence in the metaverse(s) that remain.
- **Additional channel:** The metaverse is just another channel, but with the more immersive component. "I am convinced that Real Madrid will put a game in the metaverse, and we should add the payments there".
- **Mortgage sector:** Feeling accompanied in the process of buying a property/mortgage increases success by 55%. "We believe that the metaverse could be an interesting channel to explore, especially for our future clients, who are now the youngest".
- **New social network:** Currently, it is used for leisure, but children socialize in metaverse games like Fornite, so it could become a new way to interact as we do with Facebook.
- **Payments:** "If our customers want to pay in metaverses, we will be there" (Mastercard).
- The market will tell us if corporations will go to the metaverse.
- **Security/Fraud:** As in digital channels, how we should take care of our identity and avoid any kind of fraud in the metaverse.
- Retail will come first of all, banks at the end.
- Will cryptocurrencies be the leading currencies in the new economy that will emerge in the metaverse?
- Will it be possible to replicate emotions in the metaverse? Knowing if a customer is happy in a process when buying a property, if that were possible that would be very interesting for the sector.

Workshop 3: Raising capital and scaling up internationally without dying in the attempt.

➤ Challenges for startups:

- Timing. Know how to prioritize and see what is needed to be able to carry out all the proposed activities.
- Obstacles to innovate with local companies.
- There are usually problems due to competition and the currency in each country.
- Regulating cryptocurrencies with channels to make your company more dynamic.

➤ **London as FinTech capital:** There is a large volume of companies that choose to start their business in this city. It offers projects such as Innovation VISA, there are also many English accelerators in Spain, they provide tax benefits and with respect to Business Angels, there is more volume, and they accept risk better when it comes to investing.

➤ Internationalization in Spain and Europe is much easier than in LATAM.

➤ B2B raising capital:

- Venture Capital have to support the start-ups and the start-ups will have to improve over time.
- Dilemma between Venture Capital and Industrial Partner when it comes to see which of the two puts less obstacles to invest money in the company. Plenty of capital but selective investment processes.
- This is the best time to invest, given that the pace of investment will remain the same between level 4 and 5.
- Sometimes with so much volume of activity, companies forget about compliance and proper onboarding of customers, so they must maintain the standards of the company.
- Entrepreneurs who do not adapt will disappear from the market.

Unconference **Awards.**

Finnovating
FinTech
awards
2022



MOST VOTED FINTECH



BEST FINTECH EXECUTION



FINTECH WOMAN OF THE YEAR

Finnovating FinTech Awards. 3 winners.

Most Voted FinTech Solution

bolttech



Finnovating FinTech Awards. 3 winners.

Best Execution

 HUBUC



Finnovating FinTech Awards. 3 winners.

FinTech Woman of the Year

Pilar Troncoso

Co-Founder & Vicepresident



Special Guests.



Begoña Villacís Sánchez
Vice Mayor
Ayuntamiento de Madrid



Miguel Ángel Redondo Rodríguez
Concejal Delegado de Economía,
innovación y empleo
Ayuntamiento de Madrid



Ma. Ángeles Prieto Arroyo
Director General Economy
Ayuntamiento de Madrid



Daniel Vinuesa
Director MIA



Francisco del Olmo
Deputy Director responsible for
Fintech and Cybersecurity CNMV



Leyre Celdrán
Business Manager Director
AEFI



Mirenchu del Valle Schaan
Secretary General UNESPA



Pilar González de Frutos
President UNESPA



Martín Navaz
President CEO
ADECOSE



Andrea Meyers Cuesta
International Expansion Adviser
British Embassy Madrid



José Manuel Marques
Head of the Financial Innovation
Division Banco de España



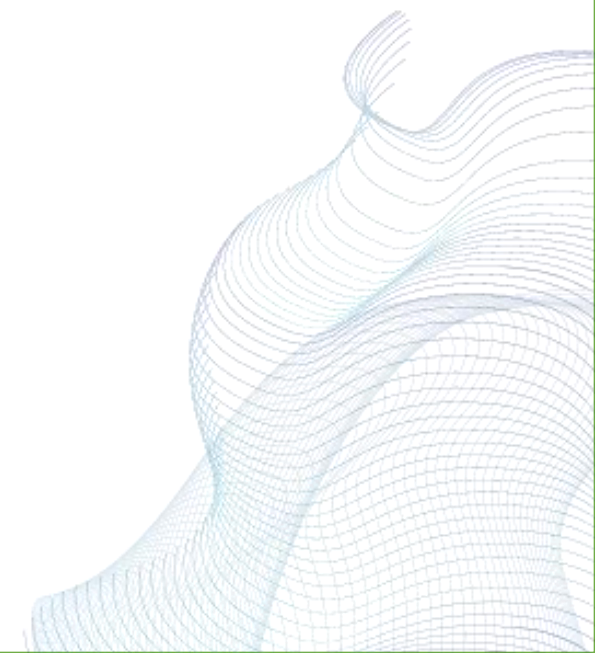
Yolanda Díaz Villarubia
Founder Idea B3 Hubs



Eva Contreras Ramos
Finance Reporter
El Economista



Isabel Vinagre
CEO PL Global SPAIN



FinTech Ecosystem Leaders.



Susana Rubio
Digital Payments, Innovation Director,
Mastercard Spain and Portugal



Pedro Muñoz
Head of Open Innovation
BBVA Spain



David Frías
Financial Services Partner responsible
for the Strategy and Transactions
practice areas



Jaime Matos
New Business Generation
MetLife



María Dieguez
Institutional Sales
Interactive Brokers



Jaime Bofill
Partner CMS



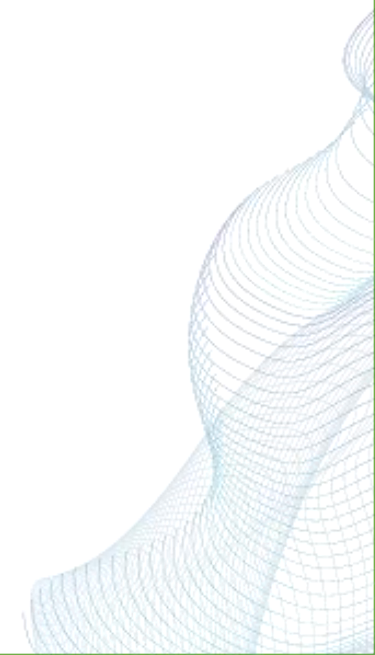
Ofelia Alfonso
VP Strategy & Digital
Transformation Equifax



David Pérez
Founding Partner
Innovate



Ruth Armesto
Director



Top FinTech Solutions.



Ivan Aleksandrov
Chief Strategy Officer Advapay



Luis Dominguez
Head of Insurance
Exchange Europe Boltech



Ricardo Lanza
CEO Grupo Incofisa



Victor de las Heras
Global CFO ID Finance



Antonio García Cruz
CEO Pecunpay



Daniela Dei Tos
Account Manager Iberia
Refinitiv



Ignacio Zunzunegui
Head of Growth in Spain
& Portugal



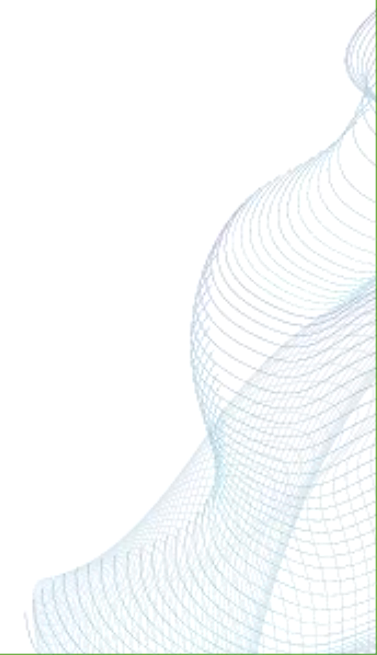
Francisco Jaramillo
Country Managing Director
Solarisbank



Paulo Paulek
CEO U-Payments



Federico Ostermann
CEO Vantek



Top FinTech Leaders.



Javier Ochoa
Account Executive,
Financial Institutions
Real Estate
AON



Fabrizio Bracesco
CEO
Atmosfera Ventures



Jesus Javier Guevara Monjes
CEO & Founder
Aurapay



Ramón Blanco
CEO
Co-Founder
Bewater Funds



Edwin Mata
CEO
Brickken



Darío Bengoechea
Country Manager
Cherry Nodes



David Conde Sayans
CEO, Co-Founder
Coinscrap Finance



Federico González Estradé
CEO, Co-Founder
Daneio



Mario Bricio
Co-Founder
Dedomena



Ignacio Maestre
VP Global Sales
Double V Partners



Iván Nabalón
CEO, Founder
Electronic ID



David Llonch Santos
Country Manager Spain
Ener2Crowd



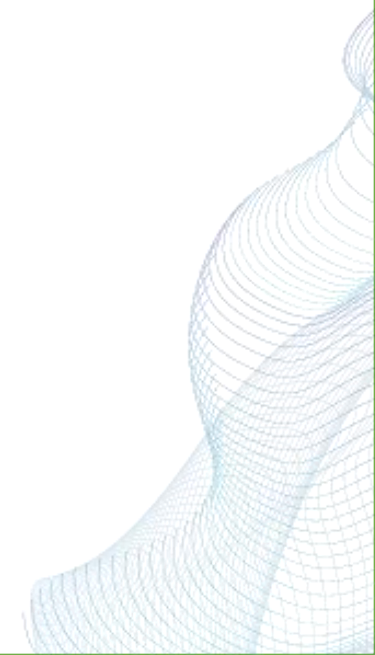
Arturo González Mac Dowell
President, CEO
Eurobits Technologies



Asier Uribechebarria
CEO
Finanbest



Friso Roscam Abbing
Principal
Finch Capital



Top FinTech Leaders.



Félix Laencuentra Canal
CEO
Findoit



Victor M. Moran Rodriguez
Head of USA
Finnovating



Mª del Carmen Rodriguez Bartolomé
CEO, Founder
FinTech Venture Consulting



Lupina Iturriaga
Founder
Fintonic



Isabella Fernandez
CEO, Co-Founder
Fourtune



Jon Lorenzo
Field Sales Representative
FinTech & InsurTech Spain
Google Cloud



Javier Carrillo
International Trade Advisor
How2Go



Rubén Bajo
Head of Spain
HUBUC



Paula Cárdenas
Business Development Manager
ilia digital



Jesus Ignacio Alonso Guerrero
Area Lead Digital Assets &
Blockchain ING



Rebeca Pérez
CEO, Founder
Inviertis



Gema Montoya
Senior Business Advisor
iPiD



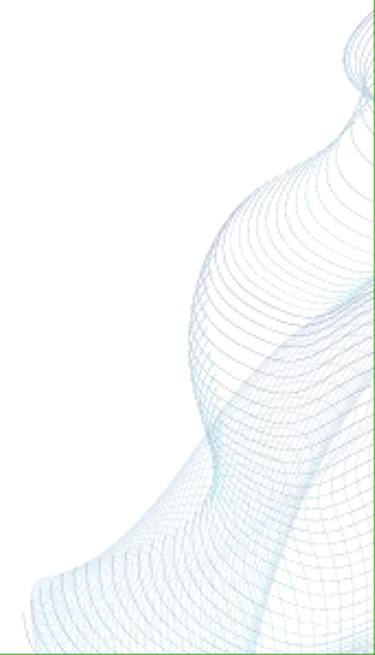
Robert Baugh
CEO
Keepabl



Roberto Opazo
CEO, Founder
Khipu



Juan López Santamaría
Partner
Kibo Ventures



Top FinTech Leaders.



Antonio Cortijo
CEO
Kineox



Fernando Estévez Vázquez
Founder, Manager
Latam Digital Bridge



Maria Alonso Mateos
Account Manager
Link Mobility



Gerardo Redondo
Country Manager Spai
Lydia



Borja Nieto
Co-Founder, Co-CEO
Micappital



Jairo Romo Marugan
Managing Director Spain &
Portugal MonetaGo



Sergio Antón
Co-Founder
MyTripleA



Gabriela Roberto Baró
Chief Business Officer
Nash21



Hector Insasuti
CEO
Neocheck



Cristina Martinez
Co-Founder, COO
nubceo



Pilar Troncoso
Co-Founder, Vicepresident
OARO



Grégoire de Lestapis
CEO
October



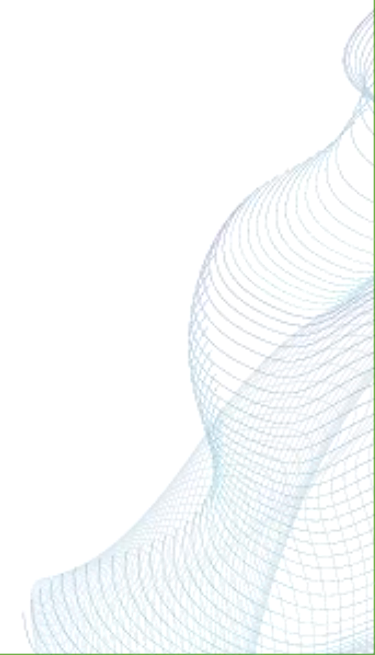
André de Resende Jorge
NetSuite FinTech Responsible
Oracle Netsuite



Patricia Mantilla
Associate Partner
Page Executive



Agustín Gallo
Chief Growth Officer
Prex



Top FinTech Leaders.



Jaime Fernández Cerezo
VC, Open Innovation Coordinator
Prosegur Tech Ventures



Gonzalo Figueroa
CEO, Founder
Pymes Power Hub



Carles Marcos
Country Manager Spain
Qonto



Giovanni Buono
CEO
Quota



Miguel Arias
CEO
Rankia



Eric Sanchez
CEO
Reental



Guillermo Estévez de Cominges
CEO
Rento



Marcos Cabezón López
CEO
Spacestartup



Álvaro Fontaneda Amor
CEO
Starpay



Susana Delgado
Head of Consumer,
SME Payments Strategy
SWIFT



Rafael Calvo García
Head of Business Development
Tecalis



Jaime Bolivar
CEO
TechRules



Daniel Henriquez
Southern Europe Banking Lead
Tink



Dafna Martín
Head of Spain Market
TOQIO



Michael Atzmon
Founder, Managing Partner
Tria Advisory

Top FinTech Leaders.



Ricardo Antuña García
CEO, Founder
Veltis Rating



Sergio Kvaternik
General Manager Spain
Viafintech



Antonio Mañas
CEO, Founder
Wecity



David Delgado Marqués
CFO, Co-Founder
Wenalyze



Borja Bermejo
Business Development
WiZink



Abel Navajas
Founder, CEO
Woonivers



Santiago del Castillo Hernández
CEO, Founder
XSISI



Ángel Salamanca Cardona
Country Lead Spain
Yapily



Andrés Antón
Lawyer, Financial Regulation
and FinTech
Andersen



Cyrille Mascarelle
Business Development Director
Finaxy Group



Hugo Sánchez
Country Manager
TF Bank



Jorge Gil
CEO
IDC



José María Baños
Founding Partner
Letslaw



Juan Antonio Soriano
Sales Department Manager
Tag Systems



Juancho Arregui
CEO & Co-Founder
Bricky

Attendees Testimonies.

FinTech leaders share their experience.



Jesús Javier Guevara Monjes
CEO & Founder

"An event with purpose, AURA PAY fulfilled all its objectives thanks to the lobby that Finnovating promotes."



Héctor Insausti
CEO

"It's been a long time since I left an event so happy. Great concept and closeness of all. Congratulations to the organization of Finnovating."



Pedro Muñoz Román, Head of Open Innovation Spain

"Congratulations for the success in this great Unconference with the top FinTech Ecosystem Leaders, I found it very interesting with round tables and pitches, as well as great connections and networking opportunities."



Cristina Martínez
CEO & CO-Founder

"I found huge energy, talent and openness in all the people I met. On behalf of nubceo, I'd like to express how grateful we are for the invitation."



Jaime Fernández Cerezo
VC & Open Innovation Coordinator

"I thought it was a great success, at least in terms of FinTech, it gave us the opportunity to meet companies that would otherwise be difficult to access."



Jaime Bofill
Partner CMS

"The Unconference puts you up to date with the most important people in the sector and what you can't do is not to be there."



Unconference **KPIs.**

+985 informal meetings

114 FinTech companies

+27 corporations

+10 investors



Unconference **KPIs.**



We rocked it on **social media!** LinkedIn

Views

Week Unconference Day

+1,000 **+290**

Followers

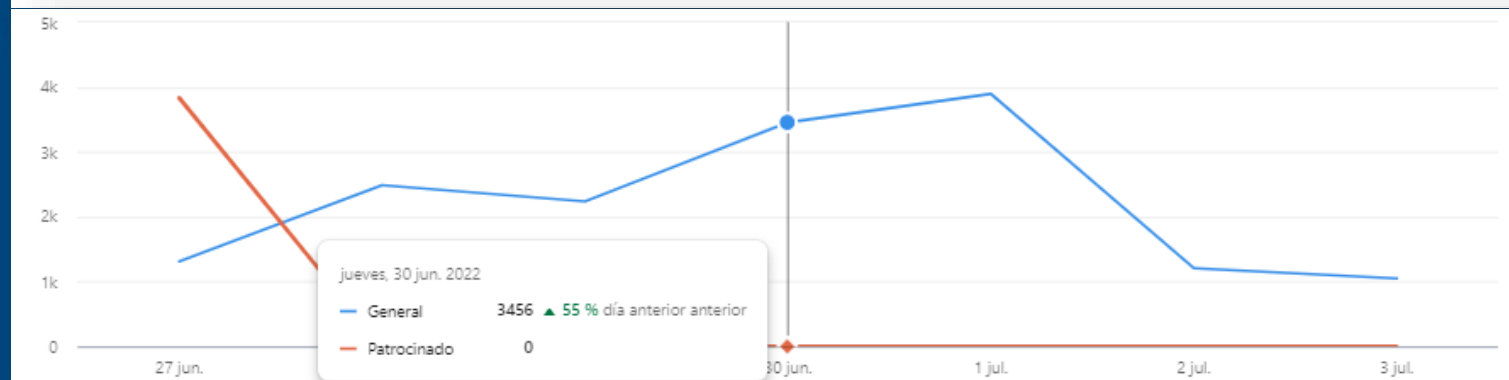
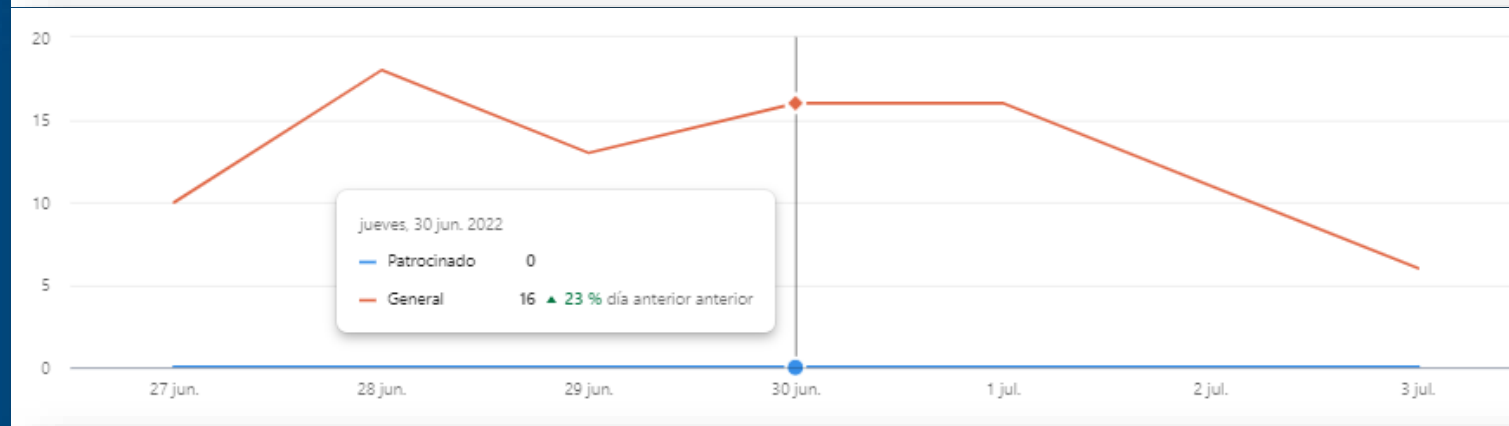
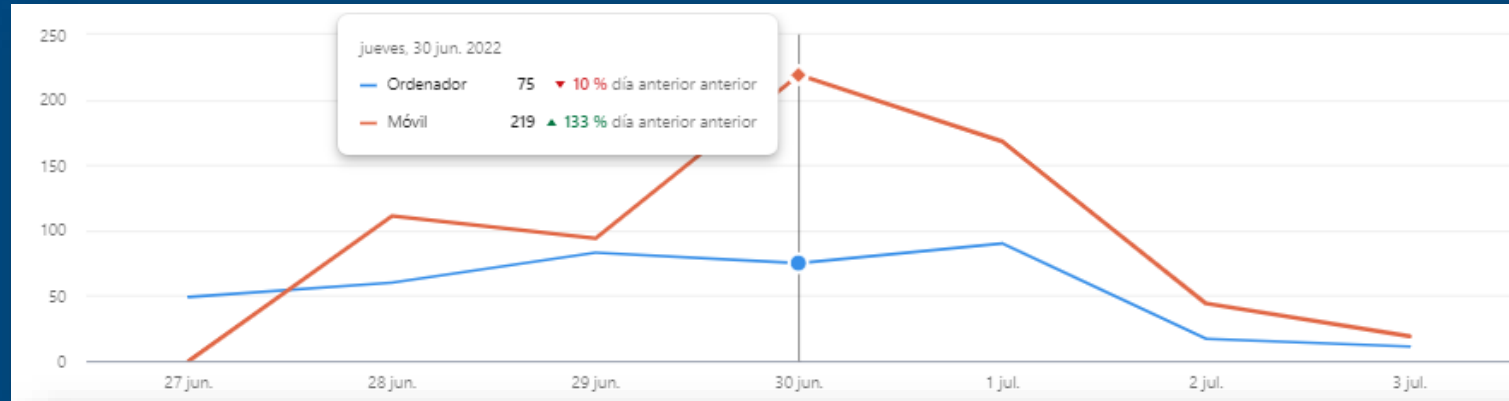
Week Unconference Day

+80 **+35**

Impressions

Week Unconference Day

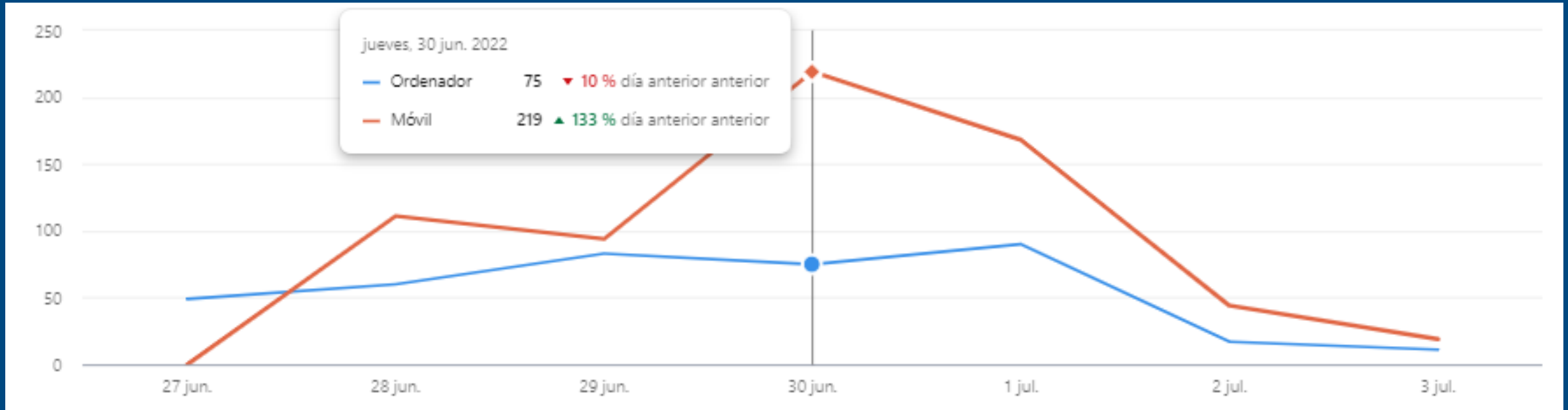
+19,000 **+3,000**



Laptop █
Mobile █

We rocked it on **social media!**

Visitors information



The day with the most visits occurred on the same day of the event, via **mobile device**.



We rocked it on social media!



Views

Week Unconference Day

+750 **+200**

Followers

Week Unconference Day

+170 **+40**

Impressions

Week Unconference Day

+157K **+300**

Actividad en el perfil ⓘ	768
Visitas al perfil	751 +179%
Toques en el sitio web	17 -43,4%
Toques en el botón "Correo electrónico"	0 0%

Alcance del contenido ⓘ	
Publicaciones	1.087
Videos	580
Historias	240
Videos en directo	5
Reels	5

● Seguidores ● No seguidores

4 publicaciones >

23 historias >

1 vídeo >

1 vídeo en directo >

We rocked it on social media!



Views

Week

Unconference Day

+200

+45

Followers

Week

Unconference Day

+42

9

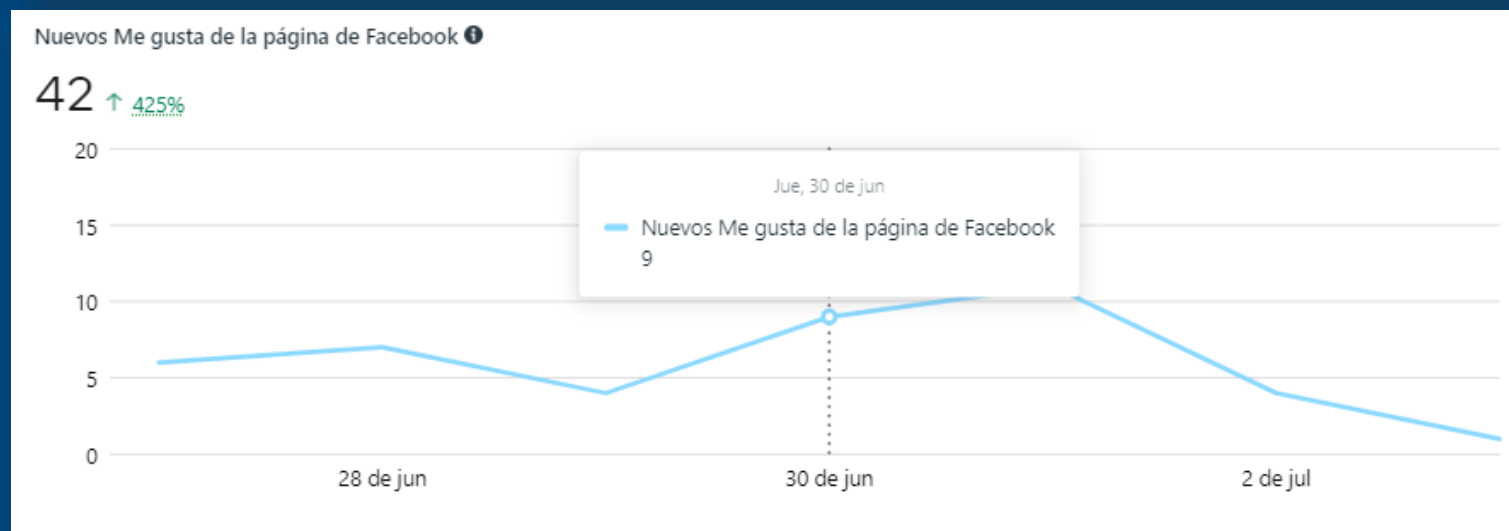
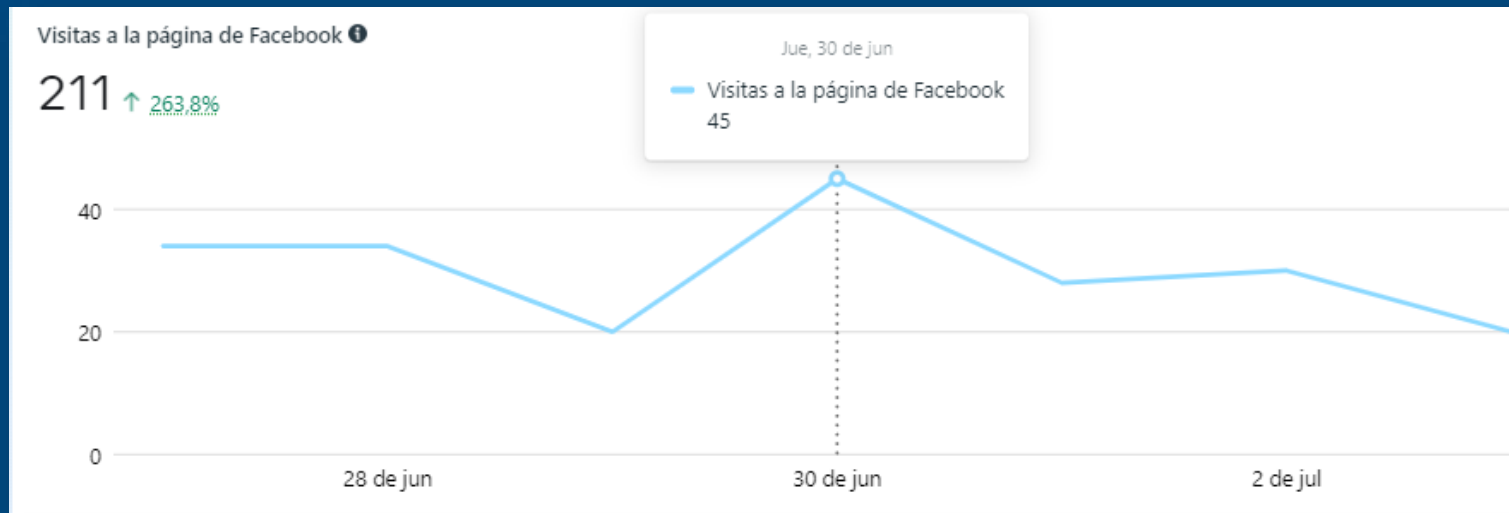
Impressions

Week

Unconference Day

+600

+350



We rocked it on **social media!**



Impressions

Week

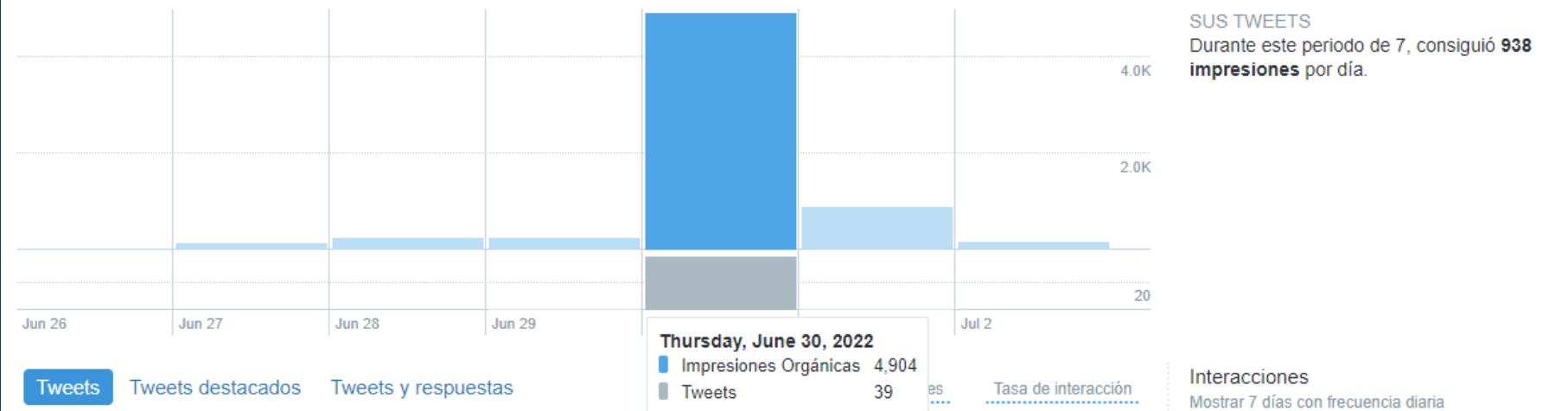
Unconference Day

+6,600

+4,900

- ✓ Interaction Rate: **+5%**
- ✓ Clicks: **16**
- ✓ Retweets: **+45**
- ✓ Likes: **+110**

Sus Tweets consiguieron **6.6K impresiones** en este período de 7 días



During this week **29 tweets were posted** and achieved:



Media reach.
WOW.



🔍 Buscar

elEconomista.es



Banca y finanzas

Madrid reunirá a los 100 CEOs 'fintech' del momento para debatir sobre el futuro del sector



elEconomista.es

Banca y finanzas

Finnovating: "La colaboración entre empresas y fintech se multiplicará por 27 en cinco años"

* Fondos con la crisis: "Lo que van a hacer es mirar mucho más, no solo métricas de crecimiento, sino también de rentabilidad"

* Compañías: "Las fintech que trabajan con empresas van a ser mucho más resilientes en la situación de crisis"

* Apoyo: "Los fondos públicos tienen que ayudar en momentos como los actuales a hacer viables a empresas que lo son"

Unconference next stop. Mexico.



FinTech
Unconference
MEXICO 2022



Ciudad de México
October 6

Confirmed guests



Thank you!

Be part of our Community in the Finnovating Platform! 

Platform Access

Want to know more?

Apply to be part of the **Mexico** FinTech Unconference 6th October:



Join us there!

More information:

Platform: www.finnovating.com

Unconferences: <https://www.theunconferences.com/why-the-unconferences>



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