

Facilitating Collaborative Conversations: FinTechs & Banks – FemTech Leaders NYC Edition

Please join us on the evening of January 11, 2017 at the New York office of Davis Wright Tremaine LLP for an informal, interactive panel with an experienced banker and FinTech founders discussing lessons they have learned from their own FinTech-bank collaborations and advice for those looking to develop FinTech-bank collaborations.

Collaborations between banks and FinTechs are on the rise, but as we all know, the two organizations often bring very different perspectives to the table. While banks can offer capital along with access to markets, they must comply with an increasingly burdensome regulatory environment. That means that when a FinTech company enters into a collaboration with a bank, it may suddenly face the proposition of becoming a regulated entity while working with limited resources. On the other hand, risk-aversion on the part of banks coupled with lengthy internal review processes can lead to lost opportunities with potentially significant partners. The choices the parties make about the financial and legal structure of a collaboration can help alleviate certain burdens, but may involve other trade-offs.

To foster successful collaborations, banks and FinTechs need to consider the culture of the other party and the unique challenges they face. For FinTechs, this can mean a lot of due diligence about the regulatory constraints facing their potential partners, a task that can seem overwhelming when trying to act on a tight timeline. Banks, on the other hand, must confront the importance of the funding cycle for their FinTech counterparts, and increase their own creativity to enable new and different partnering structures.

The panel will feature:

- Laura Bailyn, Co-founder and CEO, Kidfund
- Julie Pukas, Head of US Bankcard and Merchant Services, TD Bank
- Laura Spiekerman, Co-founder and CRO, Alloy

Cocktails will start at 6:00 pm and the panel will begin at 6:30 pm. Davis Wright Tremaine LLP is located at 1251 Avenue of the Americas, New York, New York 10020-1104.

To RSVP, please visit the FemTech Leaders Meetup page: <https://www.meetup.com/FemTechLeaders-Meetup/events/235760206/>.

Laura Bailyn is the Co-founder and CEO of Kidfund. The Kidfund app turns sharing into savings, helping parents to build a fund for their child's future, engage friends and family, and give to kids in need. Laura has an extensive background in technology and a broad range of policy issues. She led the development of the Markle Foundation's economic security initiative and worked in marketing and communications at Apple. She has practiced law in the IP&Tech group at Skadden, Arps, and was a Coro Fellow in Los Angeles. Laura brings her business, policy and legal experience to changing the way we save for the next generation.

Julie Pukas is Head of US Bankcard and Merchant Services for TD Bank. Prior to joining TD in early 2014, Julie served as Head of Citi Commerce Services for Citigroup, where she developed innovative digital payment services for Citi's institutional clients, enabling them to expand into growth markets and helping them to meet their consumers' current and future needs for payments and commerce. Her key

focus was on building global acquiring capabilities leveraging Citi's global footprint. Before that, Julie was Head of New Product Development for Citi's card issuing businesses outside the US supporting Citi's global credit card business in nearly 50 countries across six continents.

Laura Spiekerman is the Co-founder and CRO at Alloy. Alloy provides an API to financial services companies who have a regulatory requirement to identify their customers when onboarding. Alloy provides access to both traditional and alternative data sources in order to convert more customers. Prior to Alloy, Laura served as the Head of Business Development and Strategic Partnerships at Knox Payments and a Research/Investments Analyst in Emerging Markets at Imprint Capital Advisors.