
FINTECHNORTH

Community Survey – Findings

85 Responses

August 2020



Key Findings



- Most respondents were from the Professional Services sector (28.57%) with 4 FinTechs responding (4.76%)
- Senior engagement: 7 CEOs (8.33%) and 12 Founders (14.29%) responded to the survey
- Most respondents (48.24%) have attended between 1-4 events, with 5.88% of respondents having attended over 20 events
- Networking is the most valued aspect of FinTech North events, followed by Enhancing people's knowledge of FinTech and Keeping people up to date with FinTech Developments
- Events; respondents want to see a focus on specific topics and a strong focus on Northern speakers/firms.
- Providing a FinTech Directory would add the most value to respondents. Awards, A Northern Accelerator and Academic Partnerships followed joint 2nd. Recruitment did not score highly.
- Funding FTN; the most popular option is an annual supporter fee of £50 p/month or £600 p/year. Voluntary donations and the option to become a 'FinTech Northerner' also scored high in 2nd and 3rd respectively
- Most respondents said they would not benefit from FinTech training (62.96%), those that would benefit would pay between £100-250.
- Most people find out about FinTech North events/initiatives via our direct email marketing, with LinkedIn 2nd and our website 3rd
- Topics; The Future of FinTech and Open Banking scored 1st and 2nd here, with ML/AI in 3rd
- Most people would prefer to attend an event in person, with live streaming 2nd
- **People are very likely to recommend a FinTech North event (8.5/10); providing a Net Promoter Score of 42.**



Respondent Quotes



- “FinTech North is a fantastic organisation to have in the North and a real great focal point of activity. It would be good to do more joined up events across the northern cities and develop a 'directory' of support for fintechs in the region which would also benefit new companies setting up here.”
- “I think the Fintech North group is a great group and well worth supporting.”
- “FinTech North has been a great initiative to bring relevant organisations together.”
- “Online networking events in the current climate. Greater support for new business opportunities (i.e. matching up companies/services looking to grow in certain areas and/or markets).”
- “The role/recruitment/talent match opportunities would be really good, as would a map of the full Northern eco system (or directory of firms) in each city/region as it is hard to find this information in a consolidated source!”
- “Keep doing what you're doing!”
- “As you know we already collaborate across hubs and the National FinTech Network - I would like to strengthen this to benefit the North in general and make the most of the synergy between FinTech North and academia. In particular, talent retention and placement to create a mechanism to retain talented students in the regional areas.”
- “More support for the early, even 'ideas stage' FinTech startup founders and non-technical FinTech stakeholders. We see that often this is where founders with great ideas and desirable founder characteristics get put off, any additional support or content for those would be great.”



Survey Findings



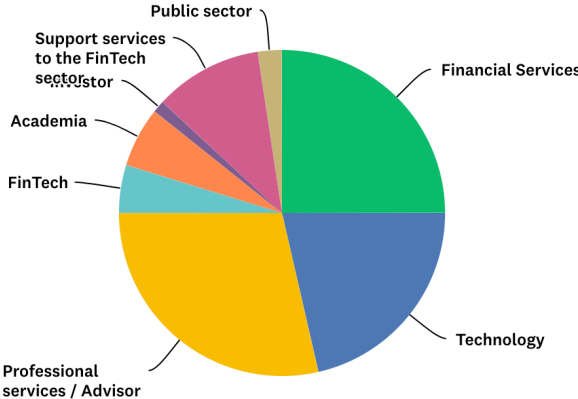
good companies opportunities development events interested
FinTech well business current FinTech North
work support funding services find great face networking
think founders



Respondent Demographic

Which best describes your organisation?

Answered: 84 Skipped: 1



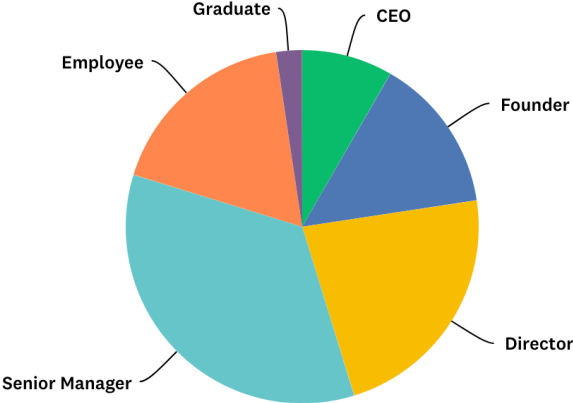
ANSWER CHOICES	RESPONSES
Financial Services	25.00% 21
Technology	21.43% 18
Professional services / Advisor	28.57% 24
FinTech	4.76% 4
Academia	5.95% 5
Investor	1.19% 1
Support services to the FinTech sector	10.71% 9
Public sector	2.38% 2
TOTAL	84



Senior Respondents

Which best describes your role?

Answered: 84 Skipped: 1



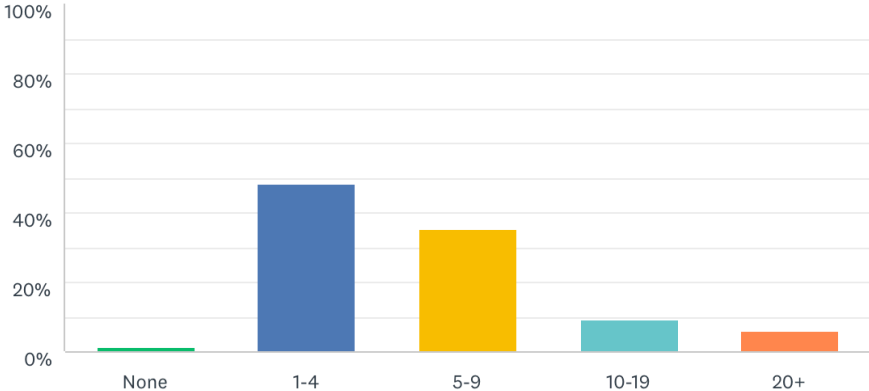
ANSWER CHOICES	RESPONSES
CEO	8.33% 7
Founder	14.29% 12
Director	22.62% 19
Senior Manager	34.52% 29
Employee	17.86% 15
Graduate	2.38% 2
Student	0.00% 0
TOTAL	84



Events attended

Roughly how many FinTech North events have you attended?

Answered: 85 Skipped: 0



ANSWER CHOICES	RESPONSES
None	1.18% 1
1-4	48.24% 41
5-9	35.29% 30
10-19	9.41% 8
20+	5.88% 5
TOTAL	85



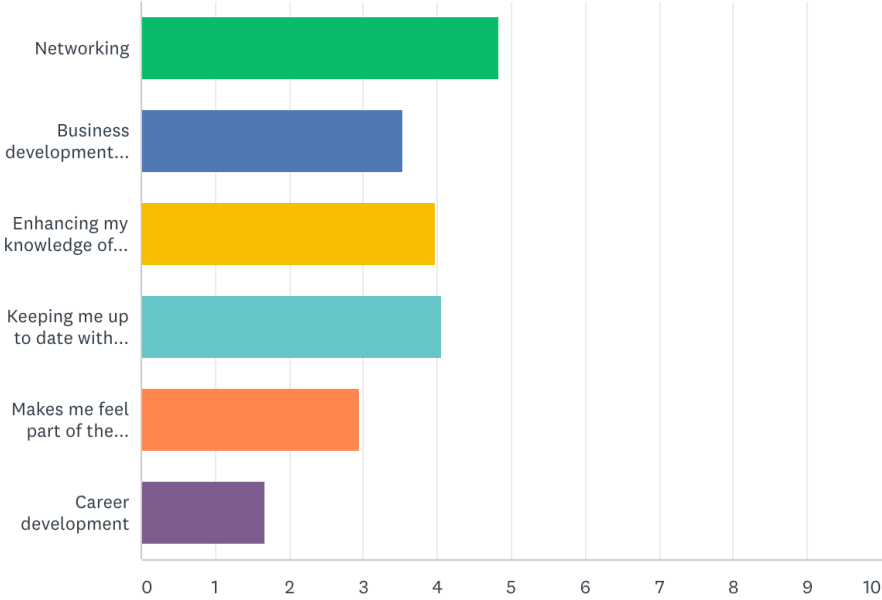
Perceived value in Events



- Networking
- Business development opportunities
- Enhancing my knowledge of FinTech
- Keeping me up to date with northern FinTech developments
- Makes me feel part of the northern FinTech community
- Career development

What do you value most about FinTech North events? (please rank the options by dragging them into order or changing the ranking numbers. 1 is highest, 5 is lowest)

Answered: 85 Skipped: 0



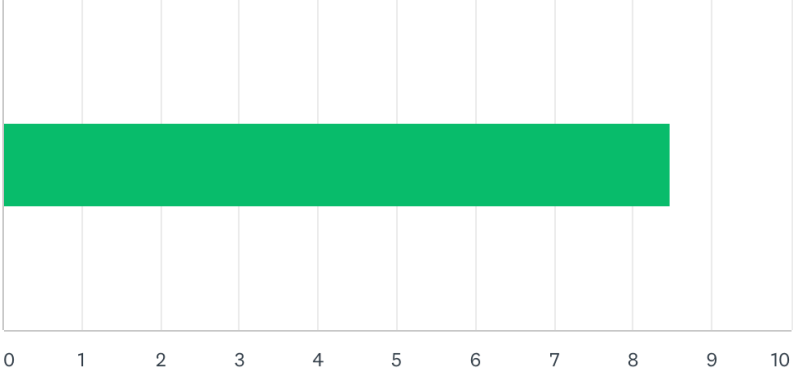
Net Promoter Score: 42

(45/85 responded 9-10 , 9/85 responded 6 or less)



On a scale of 1-10, with 10 being the highest, how likely would you be to recommend an event hosted by FinTech North?

Answered: 85 Skipped: 0



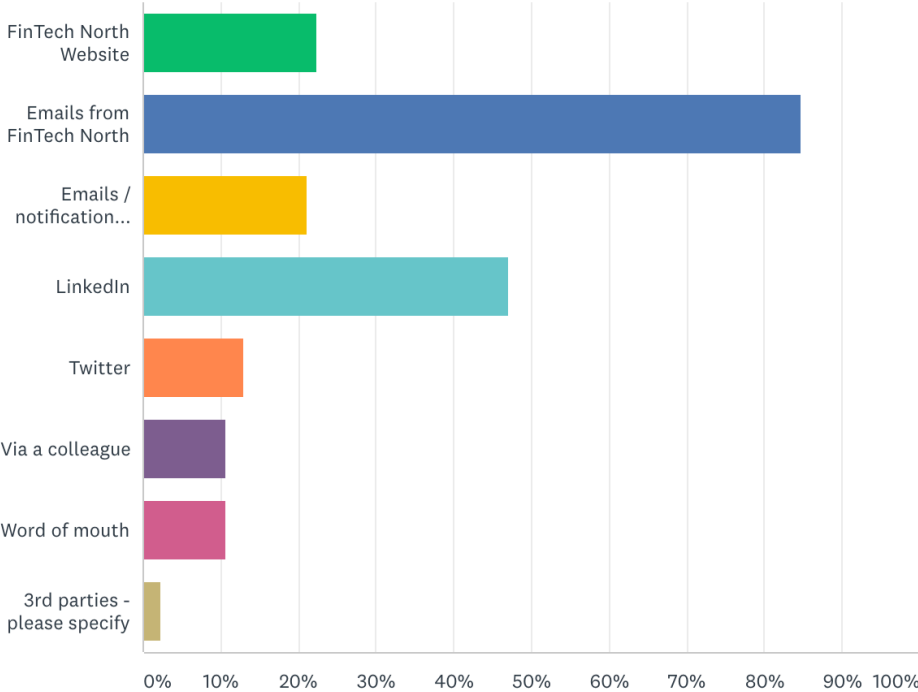
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	8	721	85
Total Respondents: 85			



Comms Channels

In general, how do you find out about FinTech North events? (tick as many as are applicable)

Answered: 85 Skipped: 0



Funding FinTech North



Ability to be a FinTech North member ('FinTech Northerner') as an individual via a nominal annual fee (eg £5 per month / £60 per year)

Ability for your organisation to be an annual 'supporter' of FinTech North (eg £50 per month / £600 per year)

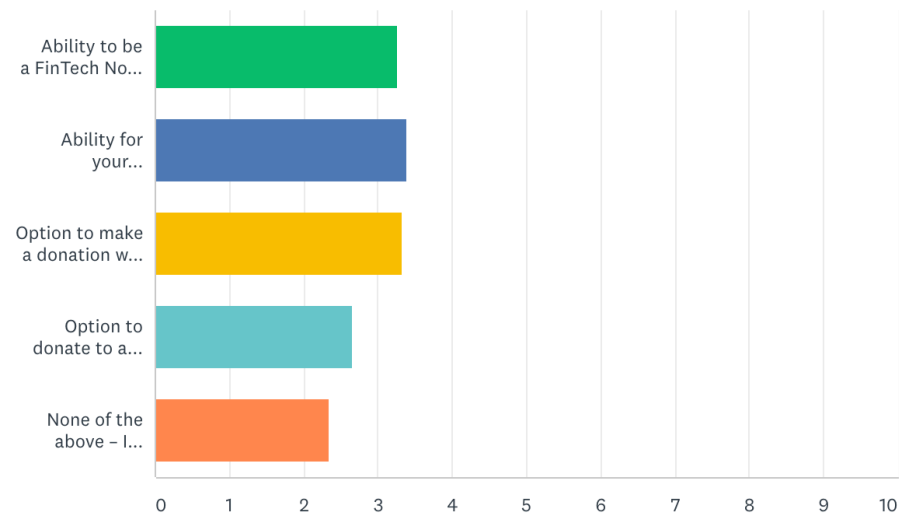
Option to make a donation when signing up for FinTech North events.

Option to donate to a FinTech North crowdfunding campaign, with full visibility of the use of the funds.

None of the above - I expect events from FinTech North to be free to attend.

Most of FinTech North's events are free and we rely on sponsorship to fund our activity and resources, which we carry out on a not for profit basis. We are considering how we will fund our activity in future. Please rank the following options in order of preference (drag into order or change the numbers. 1 is highest, 5 is lowest))

Answered: 85 Skipped: 0



How would you like to see the FinTech North event / webinars develop, in order to continue supporting the Northern FinTech community?

Answered: 85 Skipped: 0

Developing our events



Developing our events

1. “Better gender and ethnicity balance”
2. “I think it works really well at present, the opportunity to do more webinars brings in a broader audience and perhaps is easier to manage and cheaper”
3. “Strong ethical tech focus”
4. “Stop asking the same fintechs to speak at multiple events”



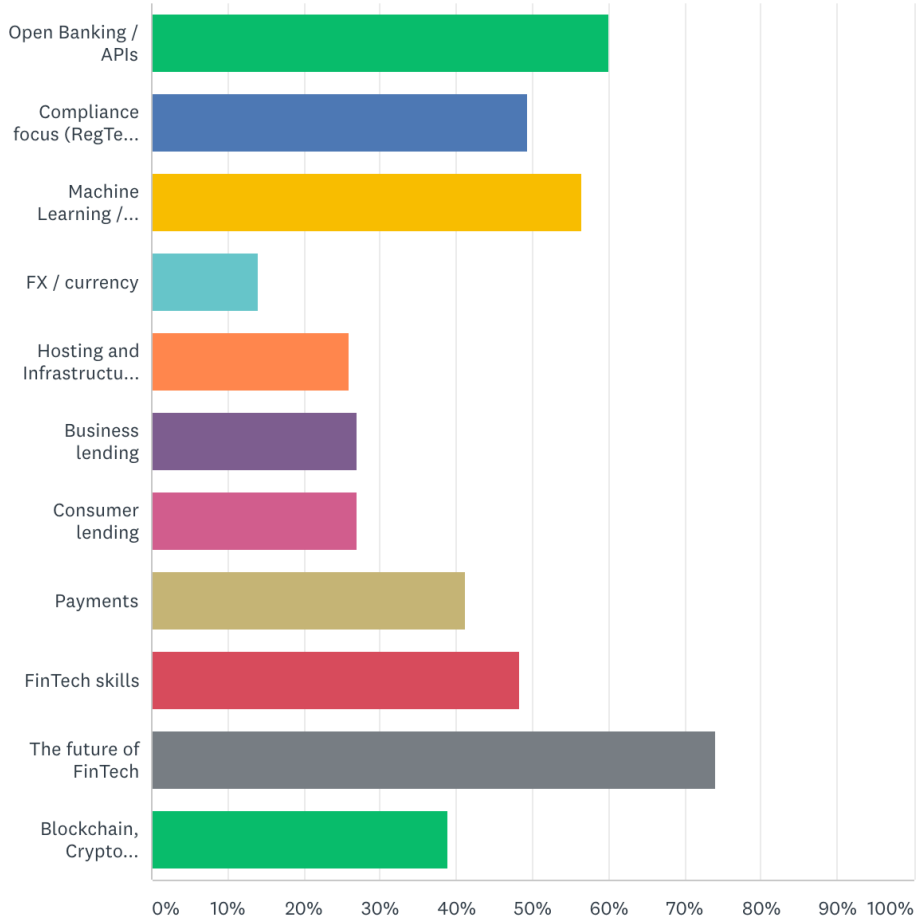
Future event topics

- Open Banking / APIs
- Compliance focus (RegTech, Fraud, Digital ID, Verification)
- Machine Learning / Artificial Intelligence
- FX / currency
- Hosting and Infrastructure as a Service
- Business lending
- Consumer lending
- Payments
- FinTech skills
- The future of FinTech
- Blockchain, Crypto currencies & Distributed Ledger Technologies



Which of these topics would be of interest for future events: ▲

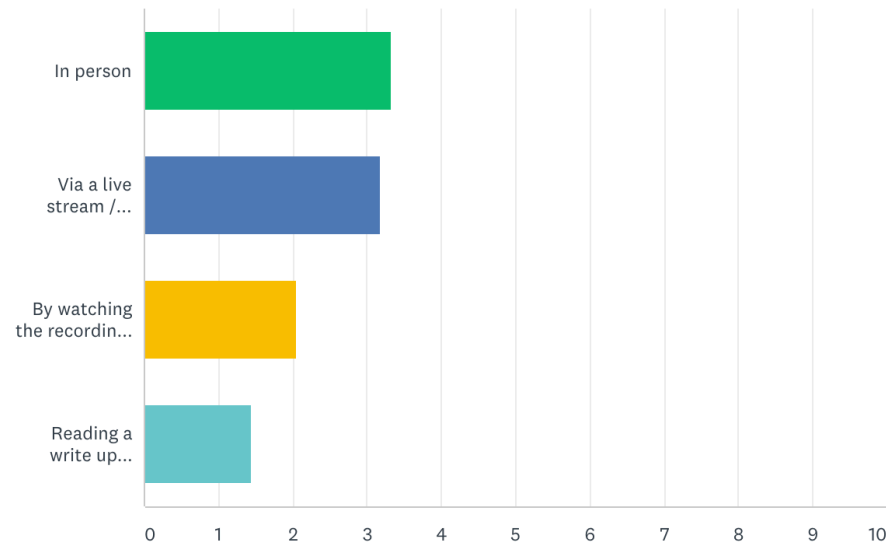
Answered: 85 Skipped: 0



'Attending' future events

Thinking about our future events over the next 12 months, if all of these options were available which would be your preferred way to 'attend' a FinTech North event (please rank. 1 is highest, 5 is lowest):

Answered: 85 Skipped: 0



Additional Services

Moving forward, which of the following services do you feel you would value from FinTech North? (some would be delivered via partnerships)

Answered: 85 Skipped: 0

Marketing partnership opportunities

Awards to celebrate northern FinTech success

Full or half day FinTech induction / training sessions

Provide more support to FinTech entrepreneurs in the north

Provide a FinTech directory of firms and hubs across the north

Jobs board of opportunities in FinTech in the north

FinTech-focused recruitment services (for individuals and employers)

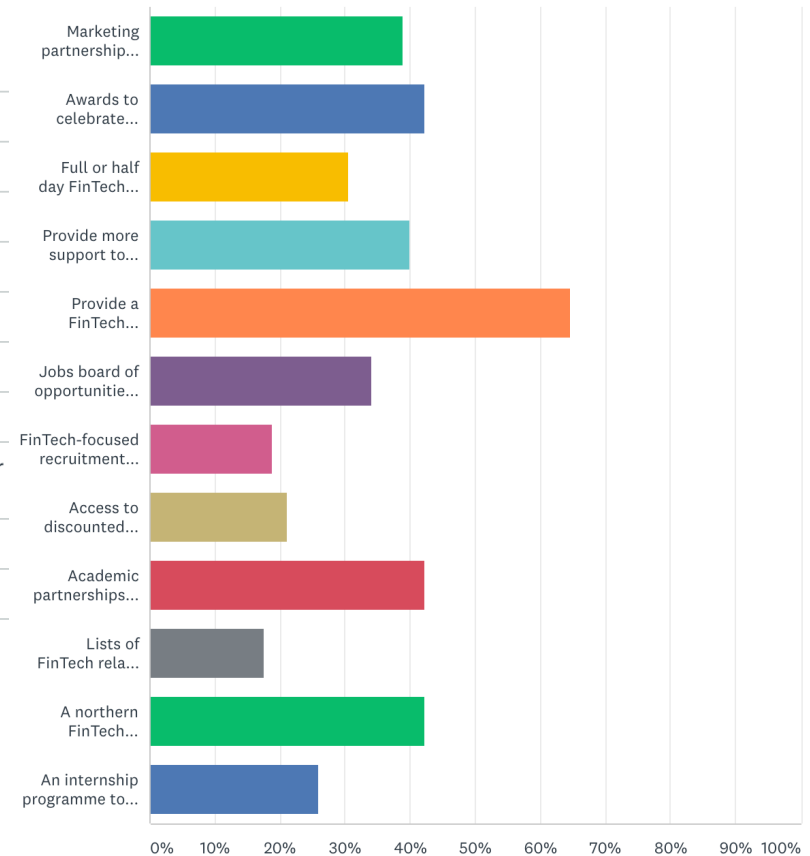
Access to discounted services for FinTechs (eg legal, accounting, recruitment, other)

Academic partnerships which help raise awareness of academic research relating to FinTech, and opportunities for FinTechs / businesses to get involved.

Lists of FinTech related part time / post-graduate courses available in the north.

A northern FinTech accelerator / support programme

An internship programme to match students seeking roles in FinTech with employers



FinTech Training

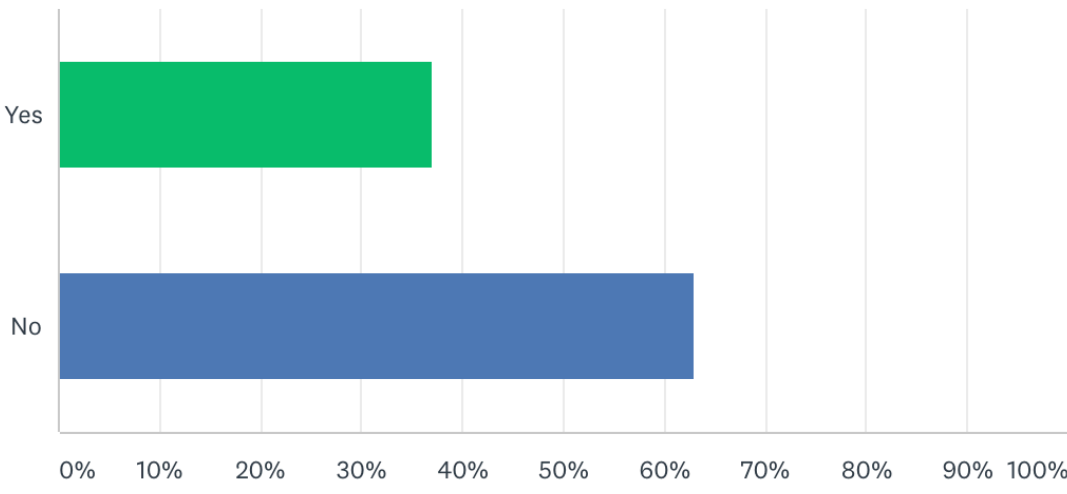
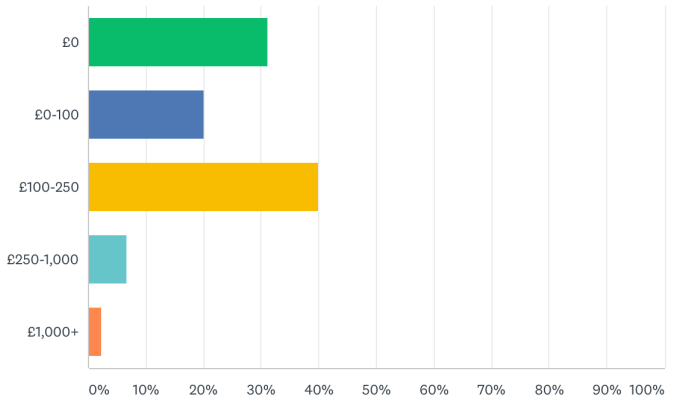


Would you or your organisation benefit from FinTech Training?

Answered: 81 Skipped: 4

If yes to Q11, what would you be willing to pay for a full day session of training for you or members of your team (per person):

Answered: 45 Skipped: 40



FinTech Training

If yes to Q11, which of these training areas would most appeal to you?

Answered: 38 Skipped: 47

- Open Banking / APIs
- Compliance focus (RegTech, Fraud, Digital ID & Verification)
- Machine Learning / Artificial Intelligence
- FX / currency
- Hosting and Infrastructure as a Service
- Business and/or consumer lending
- Payments
- FinTech work culture
- The future of FinTech
- Blockchain, Crypto currencies & Distributed Ledger Technologies

