

Fintech hypes, but wealthy internet savvy investors prefer to stay hybrid (Abstract)

Digitalization has changed the way customers interact with their banks and financial advisors. Fintech companies restructure the value chain, re-bundle offerings and create new services that are to be presented and processed digitally - perhaps completely. Nevertheless, recent research with wealthy internet savvy investment customers in Germany shows that this attractive segment can be regarded as hybrid in respect of their demand for digital as well as personal asset management services and products. On the one hand wealthy internet savvy investors indicate a high level of satisfaction with advice and products from their traditional financial services partners.

On the other hand they continue to search for better investment opportunities, thus showing significant demand for innovative digital banking / brokerage / advice products.

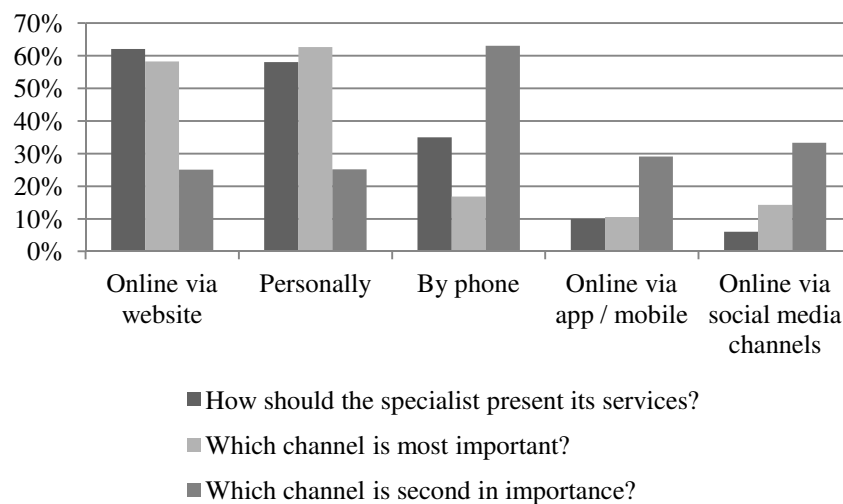


Fig.: Required service channels of (new / additional) specialized institutions for deposits, asset management, brokerage (German wealthy internet savvy investors, aged 25 to 65; multiple selections possible)

Ultimately, research gives strong evidence for a high need for personal advice and human guidance. This is particularly valid when answering the question which (traditional vs. innovative) partner to choose as the future (exclusive or additional) bank, broker or financial advisor. The paper outlines the world of Fintech start-up companies, presents key findings regarding the attractive and large segment of wealthy internet savvy investors and also explores how the new Fintech conquerors as well as established banks and advisors might embrace this new business environment.