

FINANCE Research

Market research for heads of finance

Disruptors, Enablers, Partners

Fintechs and the corporate client business
of banks

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2 Introduction

Fintechs are currently the subject of a great deal of attention: with the public at large but, of course, primarily within the financial sector. Among the general public, there is hot debate around those startups that change the lives of savers and private investors – known in the trade as B2C (Business-to-Consumer). However, word has long been out among experts that the real trigger for change could lie with the B2B (Business-to-Business) sector.

This paper takes the form of a benchmark survey. For the first time ever, there is an analysis of the German fintechs that focus on B2B. What are the different categories in the B2B sector? How many fintechs are there in the market? In which business areas are they operating? Where are they based? This report answers all these questions.

The survey is also guided by an important question: In which areas, exactly, do fintechs influence the corporate client business of banks? In order to find answers to this question, we have taken a two-pronged approach. The first approach is of a statistical nature: For the first time ever, the German B2B-fintechs have been categorized and classified. In a multi-stage process, we have filtered out all startups that play a role in the corporate client business of banks: A good one hundred companies meet this criterion.

Central to the first part is the analysis of business models. This results in two categorizations: Within which area of business does the fintech operate? And do the corporate client banks see it as a friend, rival or neutral?

The second part of this survey looks at anecdotal experience. In seven in-depth interviews, founders of promising B2B fintechs have been asked about their business models and their experience to date. These conversations give deep insights into the reality of the fintech scene and enable a more detailed assessment of how the “new kids on the block” are going to influence the corporate client business of banks in Germany. We have rounded off the survey with the opinions of experts whose job it is to observe B2B fintechs and accompany them in their development.

This survey is an initial assessment. The coming years will reveal which path the fintechs and banks choose to take in their cooperation. The surge of startups hasn't yet subsided but it will not be long before we see the first shake-out. We can expect to see a different landscape within a year. This change, too, will be documented: The aim of this research project is to follow the relationship between fintechs and corporate banks over the long term.



Bastian Frien (FINANCE)