

# A TECH TALK FOR FAMILY OFFICES - DEMYSTIFY FINTECH

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Tech & Digital at CP Lombard Odier takes shape! Lombard Odier, Minds2Capital, Deutsche Börse Venture Network and Fluxlab organized on Monday, 3 April in Zurich a Tech Talk about Fintech for 50 Family Offices and Tech Investors. Seventy people attended two interactive discussion panels and some fintech demos in the beautiful surroundings of Fluxlab in Zurich.

Eve Menk-Bertrand (responsible for French speaking markets in Zurich and for the Tech & Digital Project at CP Francophones) and Philipp Kudlich (responsible for Family Offices) teamed-up with Minds2Capital to invite high quality intech entrepreneurs and an audience of family offices and investors active in the tech sector. They could count on the support of both digital officers of Lombard Odier, Arash Sorouchyari and Stephane Rey, who also attended the event. Arash joined a panel and shared with the audience how Lombard Odier deals with digitisation and the integration of disruptive technologies from fintechs at the

bank.

The idea behind the tech talks: traditional financial institutions still have to fight back the “banks 2.0” and show how they can tackle the challenges of disruption through fintech on how they will disrupt themselves in an attempt to stem the impact of ‘banks 2.0’. Failure to do so will result in them acquiring talent and technology.

The panel speakers discussed in particular the fintech sub-segments enjoying the most growth and making the most impact behind the scenes e.g. from regulation technology (Regtech), complementary banking services (e.g. digital payments), alternative financial products (e.g. peer-to-peer (“P2P”) lending), to transaction processing platforms (e.g. wire transfer using blockchain technology), and SaaS technologies. Founders and CEO of highly disruptive companies such as Cardlay, Kompany, Melonport, Funderbeam, Sentifi, Fractal Labs and Creditgate24 shared their views with a well-informed and sometimes challenging audience! During the breaks and the cocktail, family officers, investors and entrepreneurs engaged in discussions on how to make money in a fragmented Fintech marketplace.

About the way digitization is affecting traditional financial sectors, there was a consensus among the speakers and the audience. More than having a confrontation and a disruption, fintechs and traditional institutions now cooperate. Banks and financial actors integrate innovations coming from the fintechs according to their needs. Arash Sorouchyari gave an example of collaboration between Lombard Odier and a Fintech company. He also described how technologies like Artificial Intelligence could be applied to some day to day business processes

With further platforms in tech & digital in the UK, France and Switzerland, the Tech & Digital Team aims at making Lombard Odier the leading franchise in wealth management for tech entrepreneurs and tech investors. They would like as well to raise awareness about the challenges and the opportunities of the digital revolution among their colleagues at the bank.

The first tech talk will be followed by many others



