Banking in layers

A discussion with providers at the leading edge
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This is driving an unbundling of financial products…

Source: CB Insights, "Unbundling of the Bank"
…which is putting the “custom” back in customer
Financial processes in the back are similarly unbundling

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![Diagram showing the unbundling of financial processes](image-url)
…breaking banking into parts that can be embedded by others
The market structure itself may grow more modular

**Balance sheet layer.**
Provision of capital, risk management and balance sheet risk, at the wholesale or retail level.

**Product layer.**
Design and manufacture of individual financial products and services.

**Customer relationship layer.**
Customer acquisition, sales, servicing and permanent primary interface.

**Distribution layer.**
Physical touch points for distributing products and serving customers.
Kaleidofin is an innovative fintech in India

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M-Pesa is a mobile money juggernaut in Africa

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Grab is a ride-hailing and delivery giant in Southeast Asia

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Daviplata is a leading digital wallet in Latin America

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We are seeing the same pattern repeated in various forms

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This shift can help reduce all four key barriers to inclusion:

- **Cost**
- **Access**
- **Fit**
- **Experience**
Our new research shows the potential impact

We interviewed >1,000 users in 4 countries:
- India
- Indonesia
- Philippines
- Vietnam

The sample included:
- Consumers
- Drivers
- Merchants

More than half say this is their first access to such financial services.

More than half say their ability to manage their finances has improved.

Three in four say their quality of life has increased as a result.

Source: CGAP and 60db
For more, please see CGAP.org/fintech