

“Law of Seven”

The seven elements creating a stable FinTech ecosystem

Financial Institutions



Community



Education



Regulators



Startups



Market awareness



Investors



Financial Institutions



Education



Community



Regulators



The FinTech Ecosystem

Startups



Market awareness



Investors



Case Study: Pepper

PEPPER.



- Located in Tel Aviv, Israel
- Founded in 2016 by Leumi Group (a large Israeli banking group)
- Fee-free, 100% mobile banking platform (B2C)
- Introduced 3 innovative products to the market to revolutionize industry

Pepper Innovative Products



PEPPER.

Pepper Banking



PAY.

Pepper Pay



INVEST.

Pepper Invest

Thank You

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