



If you know who somebody is ...

Payments are Easy

About Acuity Market Intelligence

Intelligence, Strategy & Marketing for innovators. We help technology companies thrive

- Stellar Reputation for Quality, Integrity and Innovative Thought Leadership
 - Consistently Provide Original, Thought Provoking, Accurate, and Reliable Industry Analysis
 - Proven record of Accurately Anticipating Emerging Technology Market Trends
- Emerging Tech Focus on Biometrics, Digital Identity, Fintech, SaaS
- The *Definitive Source* for Biometrics Market Intelligence





What I learned at Money2020 about Fintech & Biometrics

Fintech is Mainstream

- No longer “flirting” around the edges
- Enterprise-scale Ambition
- Forget “innovation” (OK, not really). Think INTEGRATION
- Biometrics has gone from Fintech’s lonely, bastard cousin to celebrated, love child
- Identity is the key to the next wave of fintech

If You Know WHO Somebody is

Platform

Orchestration

Identity

User Experience

Payments are Easy...



User Experience

Identity

Orchestration

Platform

Can you say ORCHESTRATION?

- Integrating broadly across large financial services organizations
- Operating across silos enables a cross-functional approach to fraud prevention and detection
- Integrating AI, ML, Big Data with biometrics enables 360 degree view of identity
- Enables a truly secure AND convenient frictionless user experience

Identity enables a Single View

- AI, ML, & data mining are the connective tissue
- A secure, reliable, and privacy enhancing, biometric-based identity infrastructure is the hard link
- Together this enables the emergence of Single View of the User
- Vastly improves the customer experience, streamlines internal processes.
- AND enables financial service players to achieve their ultimate goal: offering the right products, to the right customer, at the right time

Disruption and the Plight of the BIG BOYS

- What does this mean for established financial services players?
 - Are they doomed?
 - Are they simply too ingrained to be displaced?
- Digital transformation may very well be their savior
 - Wealth of existing data resources can be leveraged to create primary defensible bulwark
 - In contrast to agility, flexibility, and innovation of the upstart fintechs that dream of threatening their existence.

Summary: What I learned Money2020 2019?

- Fintech is now decidedly mainstream.
- The era of “dancing around the edges” is coming to an end.
- Integration has replaced Innovation as success is now linked to - if not defined by - the ability to develop and deliver integrated, enterprise-scale solutions.
- Identity and payments are on the path to becoming synonymous.
- Biometrics are no longer the bastard cousins of fintech.

Time for Money2030???

- Marketplace has caught up to its moniker
- Initial Money 2020 mission appears to have been accomplished
 - bringing together fintech innovators, with established financial services and payments players, as well as Big Tech market leaders to innovate the next generation of money.
- Now, we just need to figure out how to make all this stuff work together!

Oh, and time to change the name

Check out the new ACUITY website

WHAT WE DO



INTELLIGENCE

Opportunities, competition, technology, markets. We are data driven and research obsessed. We grind the data, apply qualitative expertise and generate unique targeted insight and analysis. We tell you where the market's headed. Not just where it's been. Rigor, intuition, and practicality all have their place.

[Learn More >](#)



STRATEGY

Innovative strategy defies plug 'n play models. It requires lots of experience in the trenches creative, problem solving skills, and focused, uninterrupted, deep thought. We take the time to assess, and think deeply about each client's unique position. Finding previously hidden angles and alternatives is our specialty.

[Learn More >](#)



MARKETING

Your marketing should be as innovative as you are. We leave formulaic approaches behind, relying on a blend of digital and traditional means and methods uniquely targeted for each client. Reaching customers how, when, and where they prefer with experiences designed to engage and delight.

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MARKET SECTOR FOCUS



BIOMETRICS

We have been the leading source of independent, cutting edge biometric insight and analysis for 20 years. Our global reputation for providing accurate market data and forecasts, and anticipating every significant market trend, is unmatched.

[Learn More >](#)



FINTECH

Financial Services are being consumed by technology and the pace of change is startling. We work with upstarts and trailblazers, market leaders, and legends to create, integrate, and leverage fintech innovation.

[Learn More >](#)



SAAS

SaaS is not only transforming the technology landscape but it is fundamentally changing the way business works. Knowing where and how to focus resources is the key to leveraging opportunity and is exactly how we like to roll.

[Learn More >](#)

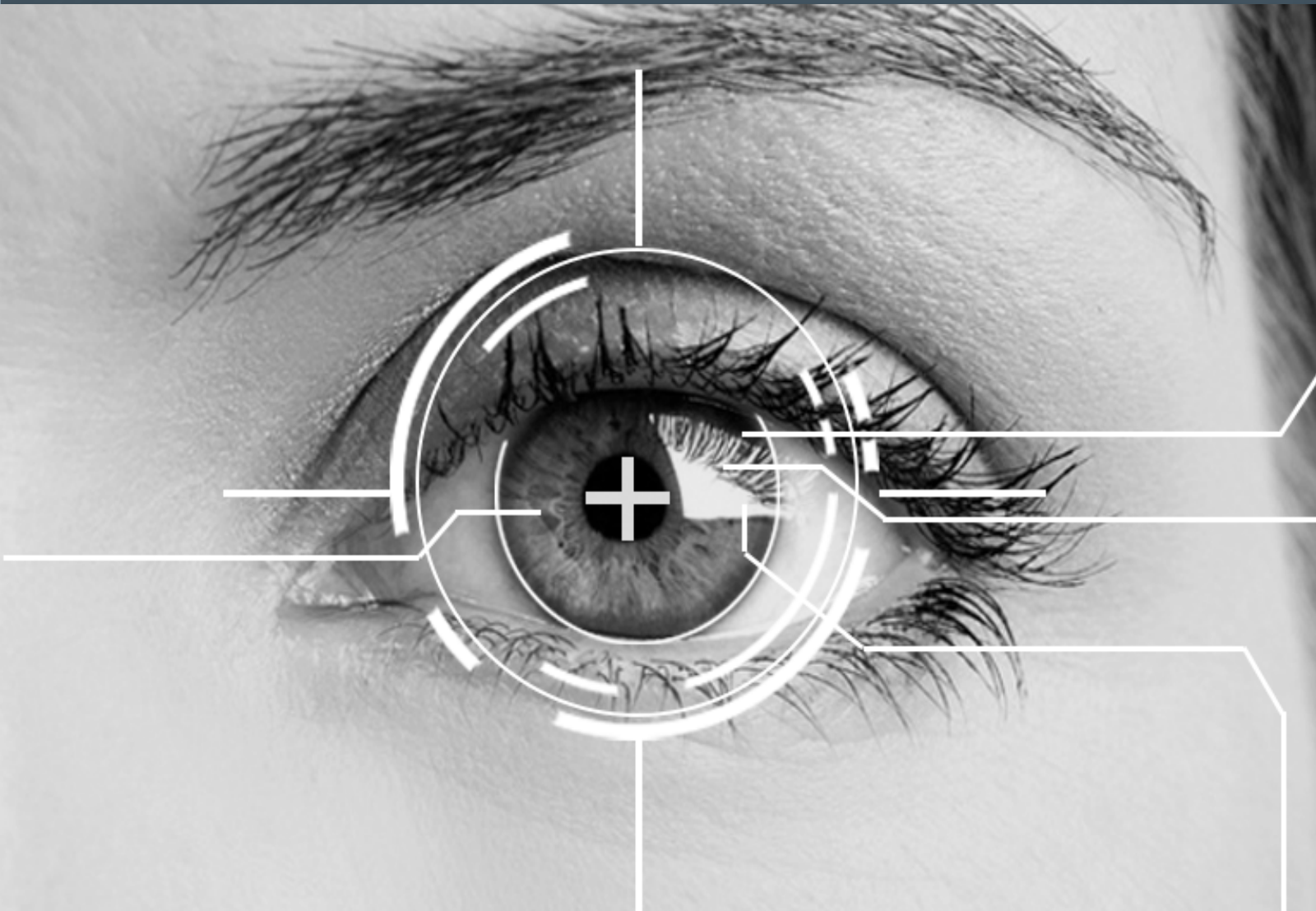


DIGITAL IDENTITY

Online or in-person, ordering a cup of coffee or moving through airport security, frictionless, instantaneous recognition is the underlying promise of digital identity. We have decades of expertise with the converging technologies and trailblazing companies enabling this transformation.

[Learn More >](#)

Thank You!



Contact me
cmaxmost@acuity-mi.com
+1 720 530 5836

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www.acuitymi.com

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www.acuitymi.com

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@cmaxmost