



## Chat with FVC's Founder

**Q:** What inspired you to create FintechVendors.com?

**A:** Well, it's been a long time coming. For decades as a system selection consultant, I've heard countless questions about who the best providers are and what new options are available. Today, information about the vendors is scattered across the internet in bits and pieces. With FintechVendors.com, we've been able to aggregate this information into one comprehensive resource, providing the industry with convenience and unique insight.



*Peter Jeye, Founder*

**Q:** Who is the FVC target audience?

**A:** We have purpose-built FVC from scratch for financial services institutions, including banks, credit unions, mortgage companies, investment firms, lenders, fintechs, and consulting firms. From CIOs and CTOs to executives and operational department heads, everyone in these organizations will find it a valuable resource.

**Q:** Does FVC cover all regions of the world?

**A:** Yes, that is our intention. Financial technology is a global phenomenon with growth in many regions including North America, Latin America, Europe, Asia as well as MEA and Oceania. As the global population becomes more financially literate and connected, the demand for innovative financial products and services is increasing. The need to aggregate information about the available solutions will only accelerate. To help our users, we have included easy-to-use Region filters on the site.

**Q:** What is a common use case of FintechVendors.com?

**A:** Professionals often limit their system evaluations to vendors they're familiar with from past experiences, industry events, or online searches. FVC broadens their line of sight by offering a comprehensive and organized view of the entire market. A typical use case is during the initial phase of a system evaluation project, when potential vendors are being identified. FVC is an excellent tool for answering the question "Who else is out there?" and is intended to be the first online resource utilized during a search.



**Q:** How has FVC categorized the vendors?

**A:** The FVC categories were designed with a deep understanding of the financial services industry. We've carefully determined around 300 software-related categories that are meaningful and relevant to our financial services users. We've been mindful of avoiding excessive categories to prevent redundancy and improve the overall user experience.

**Q:** Why has FVC included categories that are not software related?

**A:** In addition to fintech providers, we've included around 100 categories for key service providers to offer a more comprehensive experience. These categories include consultants, marketing experts, strategic planners, supplemental contact center agents, auditors, contract attorneys, and more – all related to financial services. While fintech providers are fundamental to our mission, these additional service providers can also play a significant role in helping institutions achieve their goals.

**Q:** How did FVC go about categorizing the vendors and how long did it take?

**A:** FVC curated each provider by utilizing detailed information made available by the vendors online. This process took thousands of hours over two years.

**Q:** Can vendors request changes to their assigned categories?

**A:** Of course, we want the Community to be dynamic and involved. The process for requesting changes and submitting supporting information is explained in our FAQ section.

**Q:** Is it true that everyone can use FVC for free?

**A:** It's very exciting to bring this endeavor to the market free of charge. The FVC initiative is not about maximizing profit, instead it's about solving a major need of our vibrant industry. So, yes use of the site is free to all, no subscriptions needed. Even better, vendors are listed on the site for free too.

**Q:** So, how does this new venture generate revenue?

**A:** Our revenue comes from advertising and upgraded listings. We've set low prices to encourage vendors to invest in the FVC Community. This offers significant benefits for everyone involved. Vendors can share video client testimonials, white papers, articles, presentations, and more. Users can comfortably review this information and save their favorite vendors, knowing that FVC is not a lead generation site.

Source: FintechVendors.com

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**Q:** How important is FVC for the vendors?

**A:** The vendors are a key component of the FVC community. It's an inexpensive and powerful venue for the vendors to leverage to maximize their visibility in the marketplace. This is the one site they cannot afford to be absent from.

**Q:** Why are there no vendor ratings or reviews?

**A:** That was never my vision, as there are already plenty of ratings and reviews on the internet. Instead, FVC has been built to help financial services institutions become better aware of the various solutions available and to help vendors communicate their value propositions and customer perspectives. Think of FVC as a tool at the very beginning of a system evaluation project, identifying potential candidates. As institutions move forward with their due diligence, checking vendor references and considering peer insight will always be essential.

**Q:** What is your favorite feature of the site?

**A:** Without question, the power to select multiple categories simultaneously. For instance, perhaps you are searching for a Core vendor that also offers a Digital Banking solution and Debit/Credit Card Processing. You can select each of these Software Categories at the same time to see vendors that provide all three solutions.

**Q:** Is there another feature you really like?

**A:** Yes, the Favorites functionality makes FVC a practical tool for users. Often, people conduct research over several weeks or even months before launching a project. With each visit to the site, users can save their evolving list of vendor candidates in the Favorites area for easy access across their devices as needed.

**Q:** What is a key challenge you've faced in developing and launching this website?

**A:** Keeping my dreams contained. With this type of initiative, every day brings a new idea on how to enhance the site's value for users and vendors. Like the many great vendor systems in the FVC directory, we are only at the beginning of our journey and will be adding more and more value every day.

**Q:** What has been a key success factor in this initiative?

**A:** Finding the perfect digital development partner. Initially, I compiled a list of over 40 candidates. After further research, I narrowed it down to 5. I wanted to find a website development company that was as excited about the initiative as I was. To communicate my vision, I mocked up the site framework in PowerPoint, which helped a lot. After various conceptual meetings, the best partner became evident. To this day, our partner keeps saying, "Our primary goal has always been to build something exceptional for you."

**Q:** What opportunities do you see for growth and expansion in the future?

**A:** A laser focus on the financial services industry remains pivotal to our success. We will continually enhance the FVC experience by improving content and user engagement based on feedback. This disciplined approach will enable us to grow the Community steadily year over year.

**Q:** How do you plan to keep the FVC directory updated?

**A:** We are fully committed to maintaining the integrity of the directory. My research shows that online vendor lists, regardless of size, often are outdated. We will update the FVC directory every day to ensure a great experience for the Community.

**Q:** Should institutions use a Consultant to help with their system search?

**A:** Every situation is unique, and the decision largely depends on the project's scope and associated risks. For major system initiatives, consultants can bring independent thought and objectivity, expertise and lessons learned, valuable process tools, and insight on vendor pricing and contracts. Many can also manage detailed project activities allowing you to focus on the strategic considerations. When undertaking a critical initiative, having a trusted advisor can help mitigate risks and provide reassurance. Therefore, institutions should consider engaging a consultant based on the project's significance.