

## Insideview

# Deutsche Börse FinTech Hub

INTERVIEW WITH HAUKE STARS

**Recently, Deutsche Börse opened its FinTech Hub in Frankfurt, making it one of the first major companies of the region to support the Hessian State Government's FinTech initiative to set up a FinTech cluster in Frankfurt.**

**Ms. Stars, why is Deutsche Börse getting involved here?**

We want to give start-ups in the financial sector a jump start, Frankfurt should become Germany's leading FinTech center. This is not just a local theme; Deutsche Börse aims to promote Germany's start-up and investment culture. Eventually, this will contribute to growth and create jobs – the jobs of the 21<sup>st</sup> century.

**There is a very vigorous start-up community in Berlin. What does Frankfurt have to offer?**

Berlin is Germany's start-up capital, but Frankfurt will become Germany's FinTech capital because it offers optimal conditions. Brilliant business ideas can connect directly to the financial community. The opportunity to network is very important for

young and upcoming businesses. In the FinTech Hub itself we are offering fully equipped offices. Fintech companies are thus provided with a suitable environment to further develop new ideas and entrepreneurial concepts. They also receive on-site support from employees of the Deutsche Börse Venture Network who share their expertise in order to help founders develop their companies in a targeted way in the areas of financing, building a network, and acquiring customers.

**How many applications did you receive and by which criteria were the start-ups selected?**

There were a total of 25 applications. Together with consultants, we looked at the business models and their potential. And then we evaluated how their personalities would fit into the hub. Since we do not have much space, we focused on very young companies. Eventually, we selected four companies with a total of 30 employees: "Fintura", a loan rate comparison portal for SMEs; "dwins", an account switching service; "Savedroid", an automatic money saver app; and the "CASHLINK Payments" payment system.



**Hauke Stars**  
Member of the Executive Board  
Deutsche Börse AG

Three of these companies have moved their headquarters to Frankfurt.

**Do you think we will be seeing more FinTech IPOs?**

In the long-run, we might. But you have to look at this in a larger context: promoting innovative business ideas is part of our broad offering, which begins with start-ups and continues with later-stage financing via Deutsche Börse Venture Network, extending through to IPOs and traditional exchange trading. To this end, we will be introducing additional offerings in the future.

**Many FinTech companies are relocating to the U.S. Do you think this will ever change?**

Globally, the U.S. in particular set the tone in the field of digital financial technology. That is not because there are no clever ideas and innovative business models here in Germany. Instead, what we lack is an investment culture that encourages the entrepreneurial spirit. The goal must therefore be to build up an extensive ecosystem of

growth financing, not just in Germany, but in Europe, in order to close the financing gap that clearly exists for growth companies.

**Deutsche Börse is a technology company – is that why you feel drawn to FinTechs?**

Technological innovations have significantly changed financial markets in the past and will also change them in the future. Deutsche Börse is a good example of this: at the end of the 90s, we introduced electronic trading; the world's stock exchanges gradually followed suit. Today, disruptive innovations are particularly initiated and advanced by FinTechs. Deutsche Börse takes two approaches here: firstly, we integrate technical innovations into our business model, as we did with the 360T FX platform. Secondly, we create optimum conditions for young FinTech companies to be able to implement their ideas and grow.

I am very excited about the further development of Frankfurt as the FinTech center of Germany.

**Thank you for this interesting conversation.**