

What is Fintech?



Fintech is a portmanteau of financial technology that describes an emerging financial services sector in the 21st century. Originally, the term applied to technology applied to the back-end of established consumer and trade financial institutions. Since the end of the first decade of the 21st century, the term has expanded to include any technological innovation in the financial sector, including innovations in financial literacy and education, retail banking, investment and even crypto-currencies like bitcoin.

THE ENTIRE SPECTRUM

The term financial technology can apply to any innovation in how people transact business, from the invention of money to double-entry bookkeeping. Since the internet revolution and the mobile internet revolution, however, financial technology has grown explosively, and fintech, which

originally referred to computer technology applied to the back office of banks or trading firms, now describes a broad variety of technological interventions into personal and commercial finance. Already technological innovation has up-ended 20th century ways of trading and banking. The mobile-only stock trading app Robinhood charges no fees for trades, and peer-to-peer lending sites like Prosper and Lending Club promise to re-

duce rates by opening up competition for loans to broad market forces. Technologies being designed that should reach fruition by 2020 include mobile banking, mobile trading on commodities exchanges, digital wallets, financial advisory and robo-advisor sites like LearnVest and Betterment, and all-in-one money management tools like Mint and Level.

WHO USES FINTECH?

There are four broad categories: 1) B2B for banks and 2) their business clients; and 3) B2C for small businesses and 4) consumers. Trends toward mobile banking, increased information, data and more accurate analytics and decentralization of access will create opportunities for all four groups to interact in heretofore unprecedented ways.

—Source: www.investopedia.com

Yoleni's

Kolonaki has a new spot to enjoy some serious eats. Yoleni's, which started as an online purveyor of traditional Greek products, has opened its flagship store on Solonos St that features an extensive collection of food and beverage products (as well as personal care items). Spanning five floors, the emporium includes a ground level café that serves a variety of Greek dishes perfect for a bite or a light lunch, with a glass of wine. Or a sinful sweet treat with a coffee or tea. Upstairs, meat eaters behold: aged, prime beef, hanging in full view, gets the grill treatment that brings out the full tenderness of the various cuts as it is cooked to order on the open grill. A few other noteworthy: Yoleni's offers the first olive oil tasting bar (done by Gaea) and some of the most delicious ice cream this side of Rome. While you're there, browse the extensive shelves packed with the best of Greece, the deli with cheeses, cold cuts and smoked goods, and a wide variety of prepared food—ready for your own pantry.



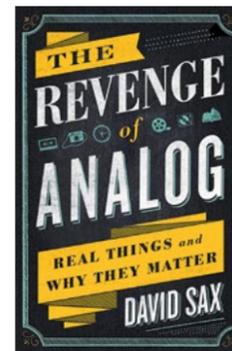
Yoleni's
9 Solonos St. Kolonaki, Athens, 212 222 3600

THE BUSINESS BOOK SHELF

The Revenge of Analog

REAL THINGS AND WHY THEY MATTER

BY DAVID SAX, PUBLICAFFAIRS BOOKS



A funny thing happened on the way to the digital utopia. We've begun to fall back in love with the very analog goods and ideas the tech gurus insisted that we no longer needed. Businesses that once looked outdated, from film photography to brick-and-mortar retail, are now springing with new life. Notebooks, records, and stationery have become cool again. Behold the Revenge of Analog. David Sax has uncovered story after story of entrepreneurs, small business owners, and even big corporations who've found a market selling not apps or virtual solutions but real, tangible things. As e-books are supposedly remaking reading, independent bookstores have sprouted up across the country.

As music allegedly migrates to the cloud, vinyl record sales have grown more than ten times over the past decade. Even the offices of tech giants like Google and Facebook increasingly rely on pen and paper to drive their brightest ideas.

Sax's work reveals a deep truth about how humans shop, interact, and even think. Blending psychology and observant wit with first-rate reportage, Sax shows the limited appeal of the purely digital life—and the robust future of the real world outside it.

TRAVELOGUE

DOWN TO EARTH, UP ON THE MOUNTAIN



BY ANDREAS STYLIANOPOULOS
PRESIDENT, NAVIGATOR TRAVEL & TOURIST SERVICES LTD

In Trikala, Korinthias, on Ziria Mountain, the Pleiades Earth Mountain Resort and Spa welcomes travelers who are looking for a getaway that takes them back to the earth. And away from the buzz. Built of stone, wood and natural materials, Pleiades is a destination to revive our natural senses, to relieve the stress of urban tensions, and to enjoy peace, quiet and nature. As well as some nice amenities, of course. Such as the wellness spa, gym, sauna, Jacuzzi, hamam, and pool. With 20 spacious suites enhanced with fireplaces and mountain views, the mountain getaway invites rest, relaxation, walks in the woods or, for the more adventurous, treks to the local piste or 4X4 excursions.

Dining focuses on innovative Greek cuisine with local products. The hotel's cozy interiors welcome those who like to read and relax with a view, a coffee or tea, or an aperitif. In addition, the kids room is a great idea and the conference area can accommodate up to 80. The earth is waiting.

Pleiades Earth Mountain Resort and Spa /www.pliadongi.gr/en/

Jargonaut

Q416

Quarter 4 in 2016.

A "Q" and then a number between 1-4 and then a two-digit number following that refers to a time in the year for business reporting purposes

TERA-

Prefix to denote one trillion, as in terabyte.

MOBILE MOMENT

When someone pulls out a mobile device to get what he or she wants immediately, in context.

MICRO MOMENT

In terms of micro-moment marketing, it refers to the different types of micro-moments that consumers experience (on average) 150 times a day: purchase moments, research moments, and discovery moments.

F/U

Follow Up

PO-MO

Post-modern

TRAPDOOR

A hole built into a security system allowing software designers back inside to fix a problem without the use of a password.

SIY

Search Inside Yourself

WOMOBIJO

Working Mother with a Big Job

<http://www.netlingo.com>