Case Study
Finbed, Embedded finance

FINBED

Background

Finbed is a Banking-as-a-Service (BaaS) and embedded finance provider that enables businesses to integrate financial services seamlessly. While the company had a strong technical foundation and industry expertise, it struggled to communicate its value proposition effectively to both financial institutions and businesses looking to embed financial services. This lack of clarity was affecting engagement with potential clients and investors.

To refine its messaging and strengthen its positioning, Standpoint facilitated the Storybuilding methodology with the Finbed team over a number of online workshops on Mural.

Applying the Storybuilding Methodology

Step 1: Understanding Stakeholders

Key Insight: Finbed initially assumed its main clients were licensed financial institutions (banks). However, through the **Stakeholder Canvas** exercise, the team realized that many of their prospects were actually **businesses looking to offer financial services without becoming a bank**.

Reframing the Audience:

- **For Banks:** "We help you extend your services into new business verticals."
- **For Businesses:** "We integrate financial services seamlessly, without regulatory headaches."

This led to a major shift in how Finbed positioned itself, focusing on **ease of integration and regulatory simplification**rather than purely technical features.

Breakthrough Question: *"Are we a bank's vendor, or are we a business's strategic enabler?"*

The realization that businesses needed **a strategic partner, not just a tech provider** led to a more customer-centric narrative.

Step 2: Defining the Organization's Unique Value Proposition

Challenge: Differentiating Finbed from well-known competitors like Solaris, Swan, and Weavr.

Key Refinements:

- **Original Positioning:** "We provide BaaS APIs."
- **Revised Positioning:** "We remove the barriers to embedded finance."
- **Final Differentiation:**
    - **Competitors:** Tech-first, regulatory headaches, slow to market.
    - **Finbed: Business-first, compliance-built-in, speed to revenue.**

Through the **Organization Canvas**, the team recognized that their key differentiator was **the combination of advisory expertise and modular technology**. This insight led to the development of the **"Hybrid BaaS"** positioning—emphasizing both rapid deployment and long-term scalability.

Step 3: Structuring the Story

Using the **Storybuilding Canvas**, the team realized they needed to shift from a **feature-based pitch** to an **outcome-based narrative** that resonated with client aspirations and pain points.

Emotional Framing:

- **Fear:** "Avoid getting stuck with an expensive, rigid solution."
- **Frustration:** "Why should launching financial services take years?"
- **Aspiration:** "Seize market opportunities faster."

The exercise of building modular storytelling lengths (short, medium, full) helped refine how Finbed explained its offer in different contexts:

- **Cocktail Pitch:** "Instant banking, just add Finbed."
- **Investor Pitch:** "We accelerate time-to-market for embedded finance."
- **Website Copy:** "Seamless integration of financial services anywhere—capture market opportunities faster."

Step 4: Testing and Refining the Story

To validate their new story, Finbed conducted live tests with potential clients and investors.

Key Learning:

- The first version of their pitch—**"We provide BaaS APIs"**—elicited little interest.
- The refined version—**"We allow businesses to offer financial services without complexity"**—sparked **immediate follow-up questions**, proving it was far more engaging.

Finbed also compared its messaging with competitors and found that many relied on **technical jargon**, whereas Finbed's new story was **simple, outcome-driven, and customer-focused**.

Step 5: The Final Story

The final story was structured using the **Recognition** → **Perception** → **Projection** model:

- **Recognition**: "We help businesses add financial services without becoming a bank."
- **Perception**: "Unlike rigid banking systems, our solution integrates seamlessly and grows with your needs."
- **Projection**: "Imagine launching embedded payments in weeks instead of years."

Tagline: *"Instant banking, just add Finbed."*

Three-Step Process for Clients:

- **Discover:** Business strategy workshop.
- **Design:** Integration scoping.
- **Deploy:** Agile launch and happy customers.

This final narrative positioned Finbed as a **trusted business enabler, not just a technology provider**—a distinction that significantly improved client engagement.

Final Story

Transform your business with embedded finance, Powered by Finbed BRICKS®

Our Finbed BRICKS® platform provides limitless opportunities for every business to explore and implement embedded finance in imaginative ways. We deliver robust and seamless integration of financial services anywhere. You capture market opportunities faster.

BaaS and embedded finance are reshaping the future of business. Banks, financial institutions, and companies across industries are tapping into powerful new revenue streams. It's become essential for any business that wants to innovate, lead, and grow.

You want to do it right, and build a foundation for future growth.

Building new digital finance products, adding financial features to existing business models is complicated. The path to embedded finance success is littered with challenges:

- Technical complexity that strains in-house resources
- Costly, time-consuming implementations that drain budgets and delay ROI
- Compliance headaches that distract from your core business
- Rigid, off-the-shelf solutions that limit your ability to customize and scale

Quality shouldn't mean slow. That's why we engineered a solution that's both 'future proof' and built for 'rapid deployment'.

Introducing Finbed BRICKS® - Your Foundation for Embedded Finance Success

Finbed BRICKS® is the culmination of our deep industry expertise and relentless focus on client success. It's a flexible, modular platform that empowers you to design, deploy and scale bespoke embedded finance solutions - without the headaches.

With Finbed BRICKS®, you can:

- Innovate with Confidence: Our expert consultants work hand-in-hand with you to ideate and strategize solutions that align with your unique goals and customer needs.
- Accelerate Time-to-Value: Leverage our library of pre-built, customizable components to bring your vision to life faster than ever before.
- Integrate with Ease: Our Universal Connectors makes integrating with any banking system a breeze, so you can focus on your business, not technical plumbing.
- Navigate Compliance with Confidence: Our established compliance frameworks and deep partnerships with local banks ensure you can scale securely in any regulatory landscape.

Your Journey, Accelerated

With Finbed, your path from concept to revenue has never been clearer - or faster:

1. Discover: Collaborate with our experts to define your strategy and requirements.
2. Design: Rapidly prototype and scope your bespoke solution.
3. Deploy: Leverage our agile methodology to get to market in record time.
4. Delight: Deliver embedded finance experiences that wow your customers and drive loyalty.

"Finbed helped us go from idea to launch in just 6 weeks - an unprecedented speed for a project of this complexity. Their combination of deep expertise and intuitive technology has been a game-changer for us."

- John Smith, CEO of NEO Bank

Seize the Future of Finance

The embedded finance revolution isn't just transforming the market - it's redefining winners and losers. Your business faces a critical choice:

Stand Still and Risk:

- Losing valued customers to more innovative competitors
- Watching your market share erode
- Falling behind in the technology race

Or Lead with Finbed and:

- Build your foundation for future growth

- Turn customers into loyal advocates
- Capture expanding market share
- Unlock powerful new revenue streams

Don't get left behind. Partner with Finbed today and unlock the full power of embedded finance for your business. Contact us now to schedule your strategic consultation.

The whiteboard

Lessons Learned and Key Takeaways

Biggest Shift: Moving from technical excellence to customer outcomes in their messaging.

Most Impactful Exercise: The Recognition → Perception → Projection structure, which made the story more engaging and action-oriented.

Key Refinement: Switching from technical jargon to business-enabler language doubled engagement in pitches.

Final Thought: By applying Storybuilding, Finbed not only clarified its value proposition but also positioned itself as a market leader in embedded finance by focusing on what truly matters to customers.