



Fintech in the Face of COVID-19, Presented by Louisiana Asset funders Network Webinar Summary

On July 9, Louisiana AFN hosted *Fintech in the Face of COVID-19*, a discussion around fintech investment approaches for supporting and rebuilding financial health for Louisianans, whose economic security has been disrupted by COVID-19. This regional funders-only event offered attendees the opportunity to learn more about the potential impacts of fintech and the importance of digital financial education in the current environment.

Joshua Sledge, Senior Director of Programs for Financial Health Network, explained how funders can engage nonprofits to ensure fintech tools are effective, relevant, and impactful. He also shared findings from the Urban Institute's [Leveraging Fintech for Financial Health](#) report. The study highlights Financial Health Network's pilot program, which explored how fintech products might fit into financial coaching programs aimed at helping clients with low incomes build their financial health. Greg Mangum, Vice President of Economic Mobility for United Way of Metropolitan Dallas, provided a funder's perspective on how fintech can and should be used as an investment strategy. He shared insight into defining fintech with an inclusive lens, and reflected on the journey from executing research and collaboratively vetting opportunities to investing strategically to increase the impact of and access to fintech products.

A candid discussion amongst attendees explored the variety of barriers and challenges to fintech uptake, including bridging the digital divide, and reevaluating options for measuring the success of fintech investments. Funders also reviewed strategies for supporting funding initiatives to increase fintech adoption in a COVID-19 setting.

Attendees discussed the need for funders to:

- Think through barriers together, to make better-placed investments in fintech strategies.
- Shift from traditional models of success to better support fintech investments.
- Support fintech with a purpose and with an intention to fill gaps.
- Identify opportunities for fintech to be integrated into other asset building opportunities.

Attendees were also offered a preview of an upcoming Fintech 101 document, which will serve as an introductory guide for funders to utilize when exploring and evaluating fintech opportunities. The document will focus on building a common understanding of fintech, showcase successful national and local models, and address what increased investment in fintech could mean for the future of financial health in Louisiana.

View the webinar recording and additional resources [here](#).

Speakers Included:

Tristi Charpentier, Vice President of Strategic Initiatives at Huey and Angelina Wilson Foundation

Joshua Sledge, Senior Director of Programs at Financial Health Network

Greg Mangum, Vice President of Economic Mobility at United Way of Metropolitan Dallas