

Finance Yard

Media Kit





**Finance Yard is building
a finance community in
Europe. Your benefits:**

- attend or host events**
- join the upcoming
online community**
- generate exposure**

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Elevating finance with technology





Elevating finance with technology

Finance Yard is forming a European ecosystem combining topics from traditional finance, emerging technologies, regulation, and compliance. Finance Yard is designed to connect people, organizations, and financial hubs to educate, shape opinions, and enable new business models for the financial services industry of the future.

Emerging technologies, such as blockchains, digital assets, and artificial intelligence (AI) are essential innovations that will transform the financial industry. Their accessibility, speed, efficiency, lower costs, transparency, and security make them complementary to traditional financial systems. Emerging technologies challenge existing business models and regulatory frameworks while allowing for new business models.

Finance Yard believes that technology adaptation in finance is a continuous process and can only happen with regulatory clarity as well as compliant solutions.

Grow through networking

Finance Yard understands the power of knowledge exchange. That's why we started digital assets events in Frankfurt back in 2022. The events were a huge success with hundreds of finance people participating in these on-site events.

In Spring 2024, the decision was made to offer the on-site events also in other financial hubs, such as Munich and Berlin. Anyone interested in joining such a chapter, can additional chapters in other European financial hubs are planned.



An opportunity machine



Finance Yard provides opportunities to grow, through its local chapters (page 07) and its upcoming online community (page 12).

- Local focus, but european reach: Each chapter fosters a close-knit community within a specific financial hub, while remaining connected to the broader European network.
- Peer-to-peer learning: Finance Yard chapters encourage active participation. Every event provides an opportunity to learn from industry experts and each other.
- Corporate sponsorship: Our events are made possible through the valuable support of sponsoring companies. This ensures access to diverse perspectives and insights.

Become part by joining or creating a chapter in Europe. Reach out to team@finance-yard.com for shaping the future of finance.

Our life is increasingly dominated by technology. We're used to work independent of time and location, but many financial communities have not kept up to these new challenges. That's why Finance Yard will bridge between financial hubs, finance-related topics, and 3rd parties to provide better ways of collaborating.





Chapters

The local chapters help people in financial hubs to stay connected and learn from each other.

Every chapter is locally organized by their community members. The plan is to have at least three events per year and chapter from 2025.

Currently, Finance Yard has three local chapters:

Frankfurt

The Frankfurt chapter is the biggest of the three local communities with more than 300 local finance experts coming together for exchanging about trends in finance and emerging technologies from time to time. Six panels took place and two panels are planned in Frankfurt until the end of 2024.

Munich

The Munich chapter was launched in summer 2024 and has more than 20 founding members. Finance Yard Munich will host panels and get-togethers for finance experts to exchange about finance and emerging technologies from time to time. In late summer 2024 the first panel in Munich is planned.

Berlin

The Berlin chapter is currently under development and will be established during 2024. In autumn 2024 the first panel in Berlin is planned.

High-level events



The local Finance Yard chapters help their local community to stay connected and learn from each other. Every event is sponsored by a company.

There are three types of events which can be hosted:

- webinar (online)
- panel (on-site)
- summit (on-site)

Companies interested in hosting an event find more details on page 10. The goal is to host at least three events per year and chapter from 2025.

A common event format for engaging with the Finance Yard community is called Panel Sponsor.

Finance Yard will invite the relevant audience and the Panel Sponsor will cover the cost for the venue, food, and drinks. A curated registration and approval process ensures a focused and relevant discussion.

Position yourself as a thought leader, connect with a targeted audience, and build relationships.

Panels were hosted for renowned brands from the finance and Web3 space:

- MarketVector Indexes
- Chainlink Labs
- DZ Bank
- SOLA-X
- Blockdaemon
- BLOCKSIZE

Expert panels by leaders



Host an event

Webinar Sponsor

2000 € one-time (net)

Hold an online video event for people from the financial community.

- live streaming included
- moderator provided
- 50 or more attendees
- social media support
- network promotion

Optional:

- video coverage (+1500€)

Panel Sponsor

3000 € one-time (net)

Hold a physical panel in a supported financial hub of your choice.

- venue rent included
- moderator provided
- 50 to 150 attendees
- social media support
- network promotion

Optional:

- drinks (+1000€)
- food (+2000€)
- video coverage (+3000€)

Summit Sponsor

8000 € one-time (net)

Join a physical summit of several companies in a supported financial hub of your choice.

- venue rent included
- food/drinks provided
- 150 or more attendees
- social media support
- network promotion

Optional:

- badge branding (+1000€)
- catering branding (+2000€)
- video coverage (+3000€)

Finance Yard simply matters



// We enjoyed the cooperation with Finance Yard. The events are well-organized and essential for connecting everyone interested in Web3, blockchain and beyond.

-- Martin Leinweber, MarketVector Indexes



UPCOMING



Many people say that finding events, doing actual networking, and staying up-to-date is currently clunky.

Finance Yard will change that with its upcoming web app:
www.finance-yard.com

Finance  Yard



Launch plan of the web app

Finance Yard will turn its website into a useful web app:

Step 1: Make events available

A large number of financial events (conferences, panels, pre-events, after-events, webinars) will be made publicly available and searchable. Expected during summer 2024.

Step 2: Allow personalization

Users will be able to create an account, define topics they are interested in, and subscribe to matching events. Users can also add or change events. This way you should not miss any relevant event anymore. Expected during late summer 2024.

Step 3: Enable networking

Users will be able to use Finance Yard to get or keep in contact with people they meet, with a set of privacy and sharing features allowing users to identify contacts. Expected during early autumn 2024.

Web app: Things to come in 2024

The FYA web app will allow anyone to instantly join, ie through the use of QR codes and social logins.

**Find and
manage contacts**

**Find and
manage events**

**Connect with
people and brands**

**Manage privacy
settings and identities**

**Share personal
contact data**

**Get discounts for
3rd party offerings**

**Send messages
and attachments**



Become a topic ambassador

Finance Yard's upcoming web app will connect industry events as well as link relevant content with specific topics. Here's where you come in: passionate individuals across Europe can become a volunteering topic ambassador.

- Manage and review content and 3rd party events related to your chosen topic, ensuring its accuracy and relevance.
- Foster connections with both community members and external stakeholders interested in your topic.
- Become a recognized expert within the community through your leadership and involvement.

When you are residing in Europe, work in finance, and have a passion for a featured topic (see right side), you can apply to become a topic ambassador: team@finance-yard.com

Topics covered are:

- trading
- custody
- staking
- tokenization
- market data
- decentralized finance
- oracles
- exchanges
- protocols
- stablecoins
- regulation and compliance
- risk management and reporting
- artificial intelligence
- ...



The goal

10k users
within 12 months

The Finance Yard website will become a novel web app for connecting people in the fields of finance, emerging technologies, and compliance in Europe.

Our users will be able to grow their professional network, discover opportunities, and track contacts better.



// We are building a better way for the financial community to learn and sync about emerging technologies. A great opportunity for early partners to grow with Finance Yard."

-- Michael Wutzke, Initiator of Finance Yard



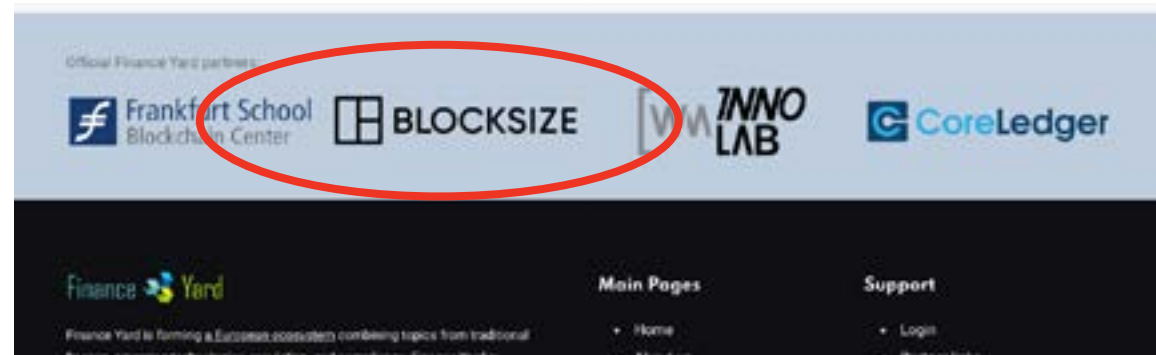
Join 690+ financial experts are following Finance Yard on LinkedIn:

<https://www.linkedin.com/company/finance-yard/>

Finance Yard Website

The website is today visited by hundreds of users every month and will be transformed in an online community (web app) during summer 2024. At launch more than 300 registered finance people will be members.

As a Diamond Partner or Premium Partner, your logo will be listed on www.finance-yard.com, here the current implementation:



Up to 10k users are expected to join the web app in the next 12 months which means a great growth potential for your brand to be recognized as a leader.

Good reasons to partner up with Finance Yard

Finance Yard is creating a novel finance community in Europe giving you access to new contacts.

Using the upcoming Finance Yard web app, you will be able to connect to thousands of like-minded people in the finance industry.

A great opportunity to be present in this ecosystem as a partner using your brand and offerings.



Become a sponsor



Message Partner

1500 € one-time (net)

Send your marketing message to the Finance Yard audience.

Included are a blog post on our website, two social media posts within 6 months, an email from Finance Yard to the whole community.

Reach 500+ people using this service.

([page 20](#) for details)

Premium Partner

12000 € per year (net)

Your brand is shown as Premium Partner on our website, in mass emails to the audience, and during our events.

During our events you can have a booth there.

Access to registration lists of our events.

1 x Message Partner.

([page 21](#) for details)

Diamond Partner

28000 € per year (net)

The same like Premium Partner, but including additionally:

You shape the web app strategy to support your own services.

Access to all contacts from the community portal including search.

2 x Message Partner.

([page 22](#) for details)

Optional: exclusivity as Diamond Partner in your business area: +28000€ per year (net) as defined in the terms.



Message Partner

You will broadcast your marketing message, including graphics or links, to the Finance Yard audience. A great way to educate financial experts about your offerings. The Premium Partner and Diamond Partner plans include also being a Message Partner.

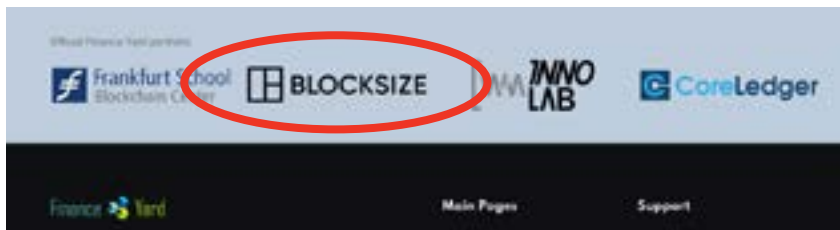
1500 € one-time (net)

- get a blog post on finance-yard.com
- publication of two social media posts within a period of 6 months (LinkedIn, X)
- sending out an email from Finance Yard to the audience including your content
- reach 500+ finance people

Premium Partner

You will make your brand aware to thousands of people from the financial industry and you will be perceived as a recognizable first mover in supporting the ecosystem (page 17).

Your brand will be shown as Premium Partner on our website and in a similar way in the footer of mass emails to the community.



During events of our chapters (page 07), your brand will be mentioned and you can setup a booth if taken place on-site. You will also get access to registration lists of such events.

Included is 1 x Message Partner (page 20).

12000 € per year (net)





Diamond Partner

You will make your brand aware to thousands of people from the financial industry and you will be perceived as a recognizable first mover in supporting the ecosystem (page 17).

By becoming a Diamond Partner, you will get everything contained in the Premium Partner plan (page 21), plus exclusive benefits:

You shape the web app strategy with the Finance Yard Advisory Board to enhance or support your own services.

Access to all contacts from the community portal including search of contacts.

Included is 2 x Message Partner (page 20).

28000 € per year (net)

Optional: exclusivity as Diamond Partner in your business area: +28000€ per year (net) as defined in the terms.

It needs a great team

The ecosystem is coordinated by the organizers of the Chapters and the Advisory Board (see pictures). Finance Yard is made possible through generous support of Gateflow Capital.

A big thanks goes to everyone helping to make Finance Yard possible, especially the partners.



Organizers of the Frankfurt Chapter: Samuel Tucker, Lucas Schmitt, Marcel Grimm and Marc Anders.



Members of the Advisory Board: Dr. Jochen Biedermann and Michael Wutzke.

The chapters in Munich and Berlin are currently formed and its organizers will soon be announced.



**Now it's
your
turn!**

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Need help?

The Finance Yard team is happy to answer your questions.
Email: team@finance-yard.com or call +49 69 348715533

Order form

The easiest and fastest way to get started is to order your desired service online, available 24/7 a day:
<https://www.finance-yard.com/order-online/>

Disclaimer

The information contained in this Media Kit, including descriptions of features and functionality, may be preliminary or represent planned future enhancements. While Finance Yard will use its commercially reasonable best efforts to fulfill the promises and descriptions set forth in this Media Kit, the ultimate implementation as well as success of these features and functionalities may depend on various external factors outside of Finance Yard's control. This includes, but is not limited to, the level of engagement from individuals within the Finance Yard community, the ability to find a sufficient number of partners to support certain initiatives and the development of the FinTech sector at large. Descriptions in this Media Kit are not and should not be construed as guarantees or commitments of future functionality. Your use of any Finance Yard service constitutes your acceptance of the Finance Yard Terms of Customer Service: <https://www.finance-yard.com/terms-of-customer-services/>