



Stanford eCorner

Startup Possibilities in Mobile Payments

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Bling Nation Co-Founder Wences Casares warns against being too focused on the technology of mobile payments. According to Casares, the real question is how the necessary infrastructure will evolve to support merchants' ability to smoothly process payments with banking institutions. As big players are now entering the space, Casares believes the best chance for startups will be in attacking the gaps in future development.



Transcript

The question is uhm, with all the buzz around NFC near field communication, what will be the tipping point for consumers to adopt it? Uhm, I think sometimes focusing too much on the technology is a problem. It's, it's misleading. And we had probably a few dozen thousands of consumers using their phones to pay, tap and pay. Now we can tell you that the consumer experience it's ah, works very, very well across all kinds of ages, socioeconomic backgrounds, geographies. It, it's a lot more ah, intuitive as a gesture and the interaction, you know, to tap and to mutely know how much did you pay, how much you have left in your account, where, etc. than the credit card. So I, I see no hurdle from the point of view sort of the, of the, of the form factor the gesture, etc. It is more of a, an issue of the infrastructure when it will be easy for you to link that to account you want to pay from and when will it be that the merchants have the right infrastructure to accept that and more and more it looks like a game of very, very high capital expenditure where very large companies are willing to pay, ah to play. And I can see them once the infrastructure is in place, uhm, some opportunities for startups to go in between sort of the spaces of the big ones but the big opportunity of just moving the money seems to be more of big company.