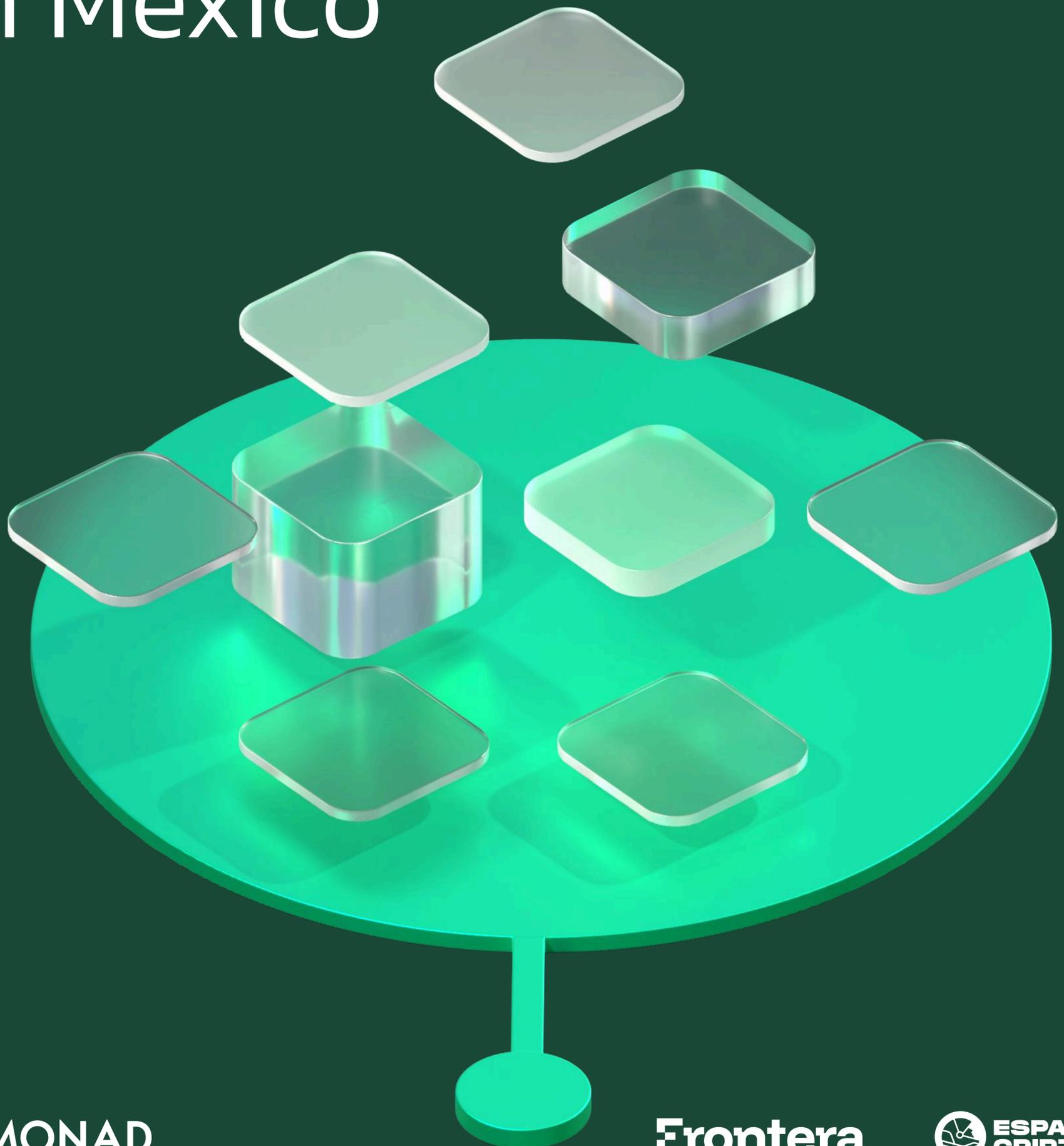


# Fintech 3.0: The Great Platform Shift in Mexico



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# 01

# Introduction

# A Letter From Our Founder

We're living in an age of hyper-accelerating technologies that are reshaping how we interact with the world. It's one of the most exciting times to be alive: technology has never been more accessible. At the same time, we're living through a period of deep inequality and widespread misinformation. That tension, broad technological adoption paired with massive unsolved problems, creates extraordinary opportunity. This may be the best moment in history to build. The real question is: **if now is the time to build, where should we focus our efforts?**

I've been building in the blockchain industry in LatAm for over a decade. The idea of decentralized money and global financial markets accessible to anyone, anywhere, all at once captured my attention early on. I've studied this industry relentlessly since then, and I continue to do so every day. At Bando we've reached a humbling realization: we know enough to understand how much there still is to learn. That's precisely why we're sharing this report with the global fintech community. We're deeply excited about what Fintech 3.0 represents, not just for the industry, but for our home country.

Mexico is home to more than 1,000 fintech companies, yet it remains one of the countries with the lowest blockchain adoption in the region. For years competition was closed and fintechs were understandably cautious to adopt this technology. That has changed. Stablecoins, combined with regulatory progress in the U.S. through the GENIUS Act and the CLARITY Act, have shifted the landscape. Today, the industry is actively exploring how to deploy blockchain and stablecoin infrastructure responsibly. **This report exists to accelerate that transition and help move Mexico from Fintech 2.0 to Fintech 3.0.**

Fintech 3.0 is one of the most compelling frontiers to build today. It's now clear that the best user experiences for managing money are delivered by fintech companies. The success of Revolut, Nubank, Stripe, and PayPal proves this. Convenience and simplicity are powerful flywheels; once users feel them, they don't want to go back. At the same time, **it's become evident that the most efficient way for money to move is over blockchain rails:** near-instant settlement, 24/7 global availability, native interoperability, and global liquidity. For a long time, the question was how these two truths could coexist; fintech UX on one side and blockchain infrastructure on the other. Stablecoins and regulatory clarity were the missing link.

As we wrote in our essay *When Our Messiah Was Only a Dream*, this is the moment for Fintech 3.0 to take the place it deserves. I'm a fan of science fiction; in *Children of Dune*, Stilgar says: "How simple things were when our messiah was only a dream." In the early days of blockchain, it was easy to be a dreamer: to imagine infinite gardens while the technology itself was still a mirage. Today, that excuse no longer exists. We have networks that settle transactions in milliseconds, fees that cost fractions of a penny, over \$300B in stablecoins circulating globally, and institutions like BlackRock embracing this technology. The dreaming phase is over. **Now it's time to deliver.**

I hope you enjoy this reading. It was written with deep industry conviction and genuine passion. And I'll leave you with a reminder:

*"The past may show the right way to behave, if you live in the past."*  
- Leto Atreides, *Children of Dune*

It's time to push this transition forward. If you want to explore what Fintech 3.0 can unlock for your company, [talk to us here](#).

Abraham Cobos, Co-founder and CEO of Bando



# Acknowledgements



## Luis Andrés Enriquez

– General Partner, Nazca

*"I've known the Bando team for eight years, and they've always lived a step ahead of the curve: fast, sharp, and unafraid to build where the future is heading. Fintech 3.0 is one of the most electrifying shifts in our region, and Bando's lens on it is a powerful way to understand the opportunity. Work like this report matters; it pushes all of us to evolve."*



## Pedro Cetina

– Managing Partner, Addem Capital

*"Our work with Bando opened the door for us to understand what Fintech 3.0 can actually look like in practice. We've collaborated on several projects that blend crypto with real financial use cases, and each one reinforces how much potential lies in these new rails. We're very excited about the future of this industry and the road ahead."*



## Raj Parekh

– Head of Stablecoins and Payments, Monad

*"We've been building alongside the Bando team for more than two years, and they continue to impress us with their mix of business insight, technical talent, and deep understanding of the LatAm market. Their ability to turn ideas into real products is rare, and it's been exciting to watch them execute at such a high level."*



## Christian Narvaez

– Founder & Managing Partner, Rayo Capital

*"As an investor in crypto, the transition toward Fintech 3.0 stands out immediately because of its real and near-term impact on emerging markets like Mexico. Beyond the opportunity itself, I've had the chance to see Bando's passion and commitment up close, and that conviction is what gives me confidence in their ability to execute as this shift unfolds."*

# Authors



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Ab has spent the past decade building at the frontier of crypto. As Head of Crypto at Bitso, he led the redesign of the company's strategy to focus on the most valuable users and expand product-market fit, while also overseeing asset listings, strategic research, and educational initiatives. He is now Co-founder and CEO of Bando and Espacio Cripto. Espacio Cripto is Latin America's largest crypto media company, with over 500 podcast episodes and 10,000+ monthly listeners, alongside ongoing execution of regional events and education programs across the ecosystem.

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## Contact Us

Curious about where fintech is heading and what Fintech 3.0 means for your business? Bando helps fintechs upgrade their infrastructure and launch next-generation products.

[Let's talk](#)

# About This Report

This report provides a comprehensive framework for understanding Fintech 3.0, the next technological platform shift transforming how financial products will be built, delivered, and scaled in Mexico. Its purpose is to clarify the forces driving this transition, map the opportunities emerging from it, and equip fintech founders, operators, and investors with the structure and insight needed to act on this shift today.

## What the Report Covers

This report is organized into nine main sections, each building on the last to explain what Fintech 3.0 is, why it is happening now, where the market is heading, and how companies can navigate the opportunities and risks that emerge from this shift.

### Key Messages

A synthesis of the core insights identified throughout the report, offering a cohesive understanding of the forces moving Mexico's financial ecosystem toward Fintech 3.0 and the strategic implications behind it.

### What is Fintech 3.0?

A foundational definition of the next financial architecture built on programmable, blockchain-based rails and the new possibilities they enable.

### The Inevitable Shift

Why the transition is unavoidable, mirroring past platform shifts like the lightbulb, the transistor, and mobile interfaces, now driven by the superior speed, cost, and flexibility of crypto-native infrastructure.

### Market Landscape

An in-depth look at Mexico's current fintech environment and the structural conditions that make it one of the most primed markets globally for a Fintech 3.0 transition.

### Use Cases Impacted by Fintech 3.0

The five verticals where onchain rails unlock the strongest product, economic, and strategic advantages for modern financial companies.

### Successful Fintech 3.0 Case Studies

Real examples from Mexico and abroad showing how crypto-enabled products achieve scale, differentiate against incumbents, and meet user needs more effectively.

### Where the Market Is Heading

A forward-looking analysis of how competition and user expectations are evolving today as fintechs explore blockchain-enabled features.

### How Bando Can Help

An overview of how Bando enables fintechs to integrate Fintech 3.0 rails today through a single plug-and-play API so they can launch crypto-powered products without rebuilding their core systems or hiring specialized blockchain teams.

### Evolve Into Fintech 3.0

Guidance tailored to investors, crypto-native builders, and fintech operators on how to navigate and capitalize on this report based on their role in the ecosystem.

# Research Foundations

This report is grounded in original internal research from the Bando team, combining market data, product-level analysis, and industry benchmarks with direct operator experience across blockchain-based financial infrastructure. It also incorporates early insights from Bando's MVP, which has processed over \$1M in transaction volume since March 2024, giving us firsthand visibility into real demand, user behavior, and integration patterns across our products.

## Who this Report is For

This report is designed for stakeholders who play an active role in shaping the global financial ecosystem:

- Investors evaluating emerging opportunities in a market undergoing structural transformation.
- Crypto-native operators looking to expand their footprint by identifying the most leverageable opportunities opened by Fintech 3.0 and building products that align with how the market is evolving.
- Fintech leaders seeking to modernize their stack in order to stay competitive as new entrants adopt Fintech 3.0 rails and reshape user expectations.

Within fintech, the primary audience includes three company profiles:

1. Traditional Fintech 2.0 companies running on legacy infrastructure.
2. Fintechs open to integrating Fintech 3.0 rails as they recognize the platform shift underway.
3. Crypto-native fintechs built on modern infrastructure from day one.

## Why it Matters

As the report demonstrates, Mexico is at the beginning of a major technological platform shift. The execution window is shrinking as early adopters integrate Fintech 3.0 rails and redefine user expectations across core use cases. In every historical platform shift, the companies that moved first set the standards their competitors were forced to follow. Fintech 3.0 will be no different.

## Partners



Espacio Cripto is the largest Spanish-speaking crypto media company in LatAm. With 500+ podcast episodes, 10,000+ monthly listeners, and over five years of activity, it helps tens of thousands of people enter crypto through trusted media, educational initiatives, and events.



Frontera is a research and media platform covering the intersection of frontier markets and crypto. Each week, they document and analyze the key trends, technologies, and builders shaping the financial future of the global majority.



Monad is a high-performance Ethereum-compatible public blockchain built for real-time, low-cost settlement at scale. Its infrastructure enables thousands of transactions per second with sub-second finality, powering the next generation of financial applications.

# 02

## Key Messages

# Key Messages

- 1 Fintech 3.0 is a historic technological platform shift.**

Like electricity replacing candles or mobile replacing desktop computing, Fintech 3.0 represents an infrastructure replacement once a decisively better foundation becomes available. Programmable blockchain rails now outperforms legacy banking systems across speed, cost, and flexibility, making the transition unavoidable rather than optional.
- 2 Mexico is becoming Latin America's most strategically important fintech market.**

Mexico now hosts 1,104 fintech startups, up 8.3x since 2017, and in 2025 it surpassed Brazil in total VC dollars raised for the first time since 2012, with fintech absorbing the majority of that capital. This combination of ecosystem scale and capital concentration makes Mexico one of the world's most primed markets for Fintech 3.0 adoption.
- 3 There is a structural funding gap driven by local risk aversion.**

In the most exciting Fintech 3.0 companies, cap tables are dominated by international investors, with relatively few Mexican funds taking significant positions. Local capital's hesitation to underwrite crypto-native infrastructure creates an opening for global investors willing to back the country's next generation of financial winners.
- 4 Partnership, not vertical integration, is the winning execution model in Mexico.**

Seventy-five percent of traditional finance institutions are either already collaborating with fintechs, in the process of doing so, or explicitly open to partnerships, giving Mexico the highest openness to collaboration in Latin America. This partnership-first culture makes a "build-with-partners" approach the most effective way to launch Fintech 3.0 products quickly while managing regulatory and technical risk.
- 5 Mexico's strong peso and SPEI system create a uniquely favorable starting point.**

Over the last decade the peso has been far more stable than other major Latin American currencies and it has appreciated about 10% against the dollar over the last five years, while SPEI has scaled to more than 4B instant, low-cost transfers per year. Instead of fleeing a collapsing unit of account or patching broken domestic rails, Mexican fintechs can focus on using Fintech 3.0 to upgrade the experience of a large, digital-first user base and make peso payments programmable across the apps people already use every day.

# Key Messages

## 6 Fintech competition has shifted from acquisition to monetization and retention.

Fintech 2.0 neobanks won users with promotional, high-yield savings accounts often capped by low limits and funded as marketing spend rather than real investment products. That strategy worked during the acquisition phase, helping fintechs onboard a massive user base. More than 70M Mexicans, roughly 54% of the country's 130M population, were using fintech services by 2024. In Fintech 3.0, however, durable advantage will come from sustainable yield sourced from transparent onchain assets and from richer product suites that monetize and retain this already-acquired audience over time, rather than relying on short-term incentives.

## 7 Regional champions are betting their future on Fintech 3.0

Nubank, Revolut, and Bitso are weaving stablecoins, onchain settlement, and digital asset products into their core roadmaps, signaling that the next phase of their growth will be built on crypto-enabled rails. This shift from side experiments to strategic pillars makes clear that for Latin America's biggest consumer fintechs, Fintech 3.0 capabilities are now prerequisites for long-term competitiveness.

## 8 Crypto and traditional finance are converging into unified, rail-agnostic experiences.

DolarApp's and Bitso's integration of U.S. equities, show crypto-enabled companies expanding into traditional asset classes. As traditional fintechs move in the opposite direction, integrating Fintech 3.0-enabled products, the line between "crypto" and "traditional" finance is fading, leaving only better financial experiences for users.

## 9 Fintech 3.0 will turn companies into full financial operating systems.

Converging into unified, rail-agnostic experiences also means that the next generation of fintech winners will offer everything in one place: high-yield savings, dollar accounts, CETES, international bonds, stocks, crypto, and emerging primitives like prediction markets. Users will grow accustomed to managing their entire financial lives inside a single app, while fragmented product offerings will increasingly feel incomplete.

## 10 Winners will combine Fintech 2.0 distribution and trust with Fintech 3.0 technical execution.

Mexico's competitive field is coalescing into three groups: legacy Fintech 2.0 players, Fintech 2.0 companies upgrading their rails, and Fintech 3.0 startups. The companies most likely to win will be those that pair the brand, user base, and regulatory strength of Fintech 2.0 with the infrastructure, speed, and product intuition of Fintech 3.0, through deep collaboration between traditional and crypto-native teams.

# 03

## What is Fintech 3.0?

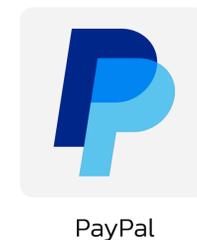
# What is Fintech 3.0?

The term **Fintech 3.0** was recently coined by Y Combinator and Coinbase in their joint *Build Onchain Request for Startups*<sup>1</sup>, which outlines the three distinct phases of fintech's evolution and calls on founders to build the next generation of financial infrastructure. The RFS challenges builders to create companies that do not yet exist, startups born natively onchain that can compete and outperform today's Fintech 2.0 products. Understanding what Fintech 3.0 represents, and why it matters now, requires stepping back and examining how fintech evolved through its earlier stages.

## Fintech 1.0

The first wave of fintech was about bringing finance online.

In the 1990s and early 2000s, companies like PayPal made consumers comfortable with digital money for the first time. Online banking portals and early e-commerce payments marked the start of financial digitization. The goal was simple, to make existing financial services available through the internet. But banks still controlled the ledgers, and money moved through the same closed systems, only now with a digital interface on top. A small innovation big enough to change everything.

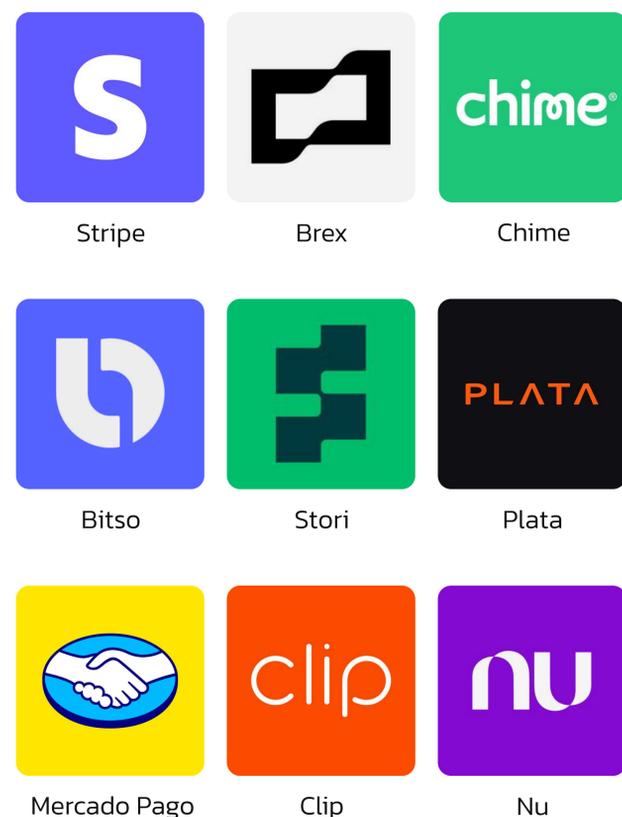


## Fintech 2.0

The second wave built software on top of banks.

In the 2010s, startups like Stripe, Plaid, Brex, and Chime transformed banking connectivity through APIs, giving rise to the era of embedded finance, where Banking-as-a-Service providers opened access to cards, accounts, and payments through programmable layers. This model democratized access to financial tools and powered a Cambrian explosion of new apps, from digital wallets to lending platforms. But under the hood, everything still ran on outdated banking rails built decades ago, slow fragmented, and closed systems that limited true innovation. The infrastructure evolved, yet the core infrastructure remained the same.

In Mexico and across Latin America, this wave triggered a fintech explosion, with companies such as Nubank in Brazil (2013), Clip in Mexico (2012), Bitso in Mexico (2014), and Ualá in Argentina (2017) emerging in response to serve underserved populations and modernize financial access. Together, they onboarded millions of users into more accessible digital financial services across markets long dominated by legacy institutions.



1) <https://www.ycombinator.com/blog/build-onchain>

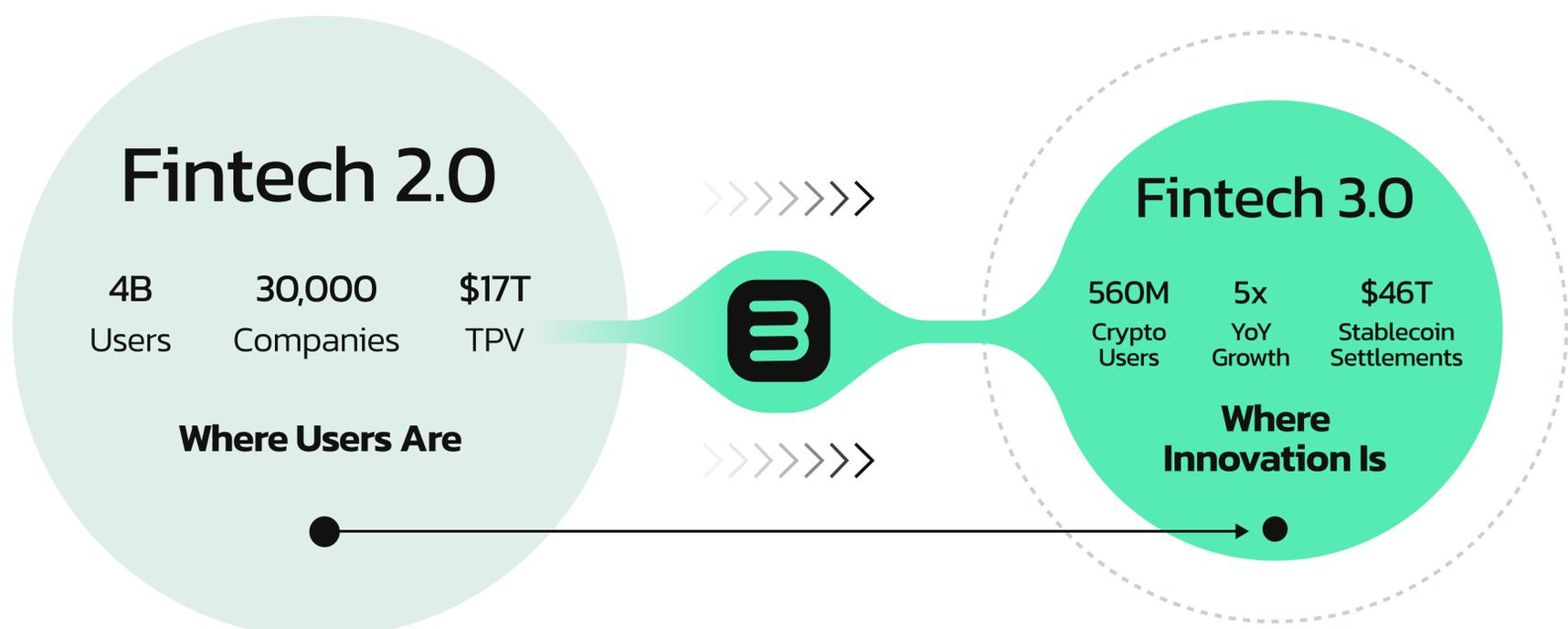
# Fintech 3.0

The third wave is fundamentally different. Fintech 3.0 is about rebuilding finance from scratch on open and programmable infrastructure.

In this new era (2020s), the ledger is moving from banks to public networks in the form of blockchains. Stablecoins act as digital dollars, payments settle instantly across borders, and users hold their assets in self-custodial wallets instead of bank-owned accounts. Fintechs no longer need to integrate with outdated banking systems. They integrate with smart contracts and onchain liquidity, creating financial products that operate at internet speed. This transition unlocks programmable money, global interoperability, and always-on transactions that traditional financial rails were never designed to support. APIs now link directly to onchain protocols instead of institutions, and money becomes composable, capable of moving, earning yield, and interacting with digital assets anywhere in the world.

Today, this shift is unfolding while more than 30,000<sup>2</sup> fintech companies serve over 4B<sup>3</sup> users globally, most of them still operating on Fintech 2.0 rails. Customers remain anchored to familiar apps and institutions even as blockchain-based primitives scale rapidly, creating a widening gap between where users are today and where the most powerful product capabilities are emerging. Fintech 3.0 bridges that divide by enabling existing companies to preserve their distribution, trust, and user base while upgrading the underlying rails that power their products. Rather than starting from zero, the opportunity is to evolve in place, connecting established fintechs to the internet of money and positioning them to compete as the next great platform shift unfolds.

## The Structural Transition from Fintech 2.0 to Fintech 3.0



2) <https://www.demandsage.com/fintech-statistics/>

3) <https://www.globenewswire.com/news-release/2025/11/10/3184212/0/en/Digital-Wallet-Users-to-Surpass-Three-Quarters-of-Global-Population-by-2030.html>

04

# The Inevitable Shift

# The Inevitable Shift

Several factors make this leap to Fintech 3.0 feel inevitable, a classic case of a technology reaching maturity and rendering the old infrastructure obsolete. Today we have low-cost, high-speed blockchain networks, globally adopted stablecoins, easy-to-use digital wallets and growing mainstream crypto adoption.

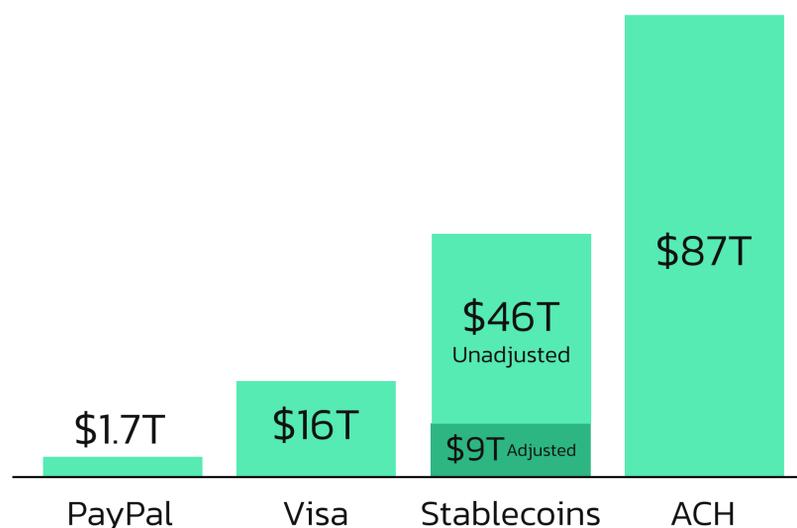
Modern blockchains such as Monad are already capable of processing ~10,000 transactions per second with sub-second finality (around 800ms) and near-zero transaction fees<sup>4</sup>. This level of performance exceeds what traditional financial rails were ever designed to handle, making real-time, programmable settlement native to the technology.

Stablecoins have reached a \$310B<sup>5</sup> market cap and processed over \$46T<sup>6</sup> in transaction volume over the past year, growing 106% year-over-year according to the a16z State of Crypto 2025 report. What began as a niche crypto use case now rivals the world's largest payment networks in volume, proving they are no longer experimental instruments but core financial primitives.

## Total Transaction Volume Over the Last 12 Months: Stablecoins vs. Global Payment Networks

Adjusted transaction volume excludes inorganic activity such as bots or artificial inflation, per a16zcrypto.

Source: A16zcrypto State of Crypto 2025: The year crypto went mainstream

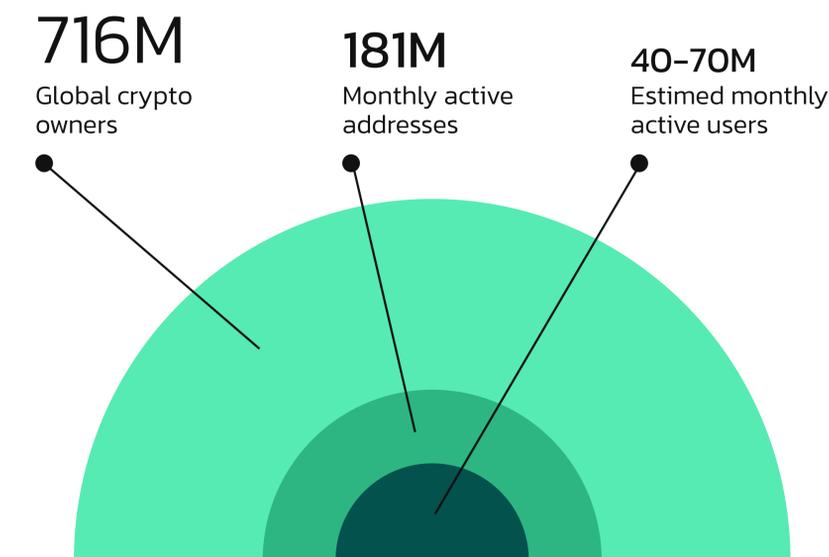


User adoption has reached comparable scale, with 716M global crypto users and 40-70M people transacting onchain every month, also per a16z State of Crypto 2025<sup>7</sup>. These tens of millions of repeat users confirm that blockchain rails are already supporting real economic activity at scale.

A few years ago, none of these pieces were ready. Now they are, which means the new platform can realistically challenge the old. The efficiency gains are simply too large to ignore. Once a new technology enables an experience that is orders of magnitude better (faster, cheaper, more programmable), the market inevitably moves towards it.

## Global Crypto User Adoption and Onchain Activity

Source: A16zcrypto State of Crypto 2025: The year crypto went mainstream



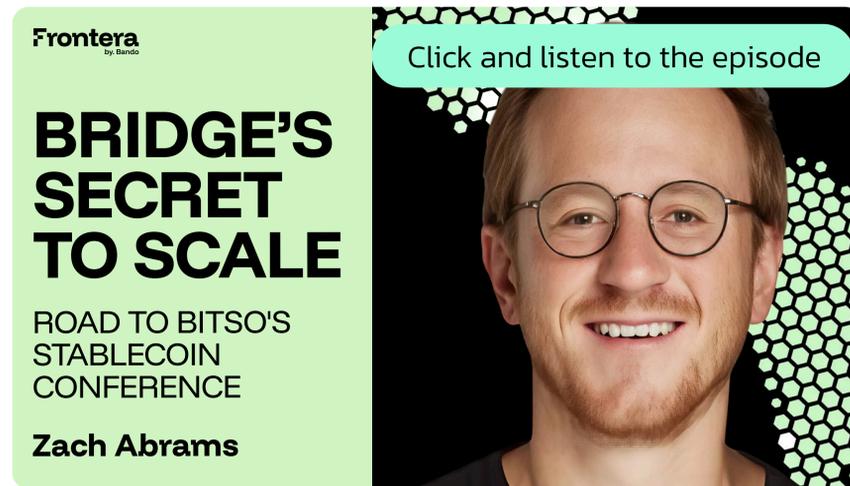
4) <https://www.monad.xyz/>

5) <https://defillama.com/stablecoins>

6, 7) <https://a16zcrypto.com/posts/article/state-of-crypto-report-2025>

# How Platforms Shift

The way we frame this transition, the platform shift concept, draws inspiration from our [Frontera episode](#) with [Zach Abrams](#), Co-founder and CEO at Bridge, who walked us through how platform shifts unfold across technology cycles<sup>8</sup>. The pattern repeats itself time and again. Below are a few historical examples that illustrate how these moments have reshaped entire industries.



## Candles to Electricity

For centuries, candles were the only source of light after sunset, converting chemical energy from wax into light through combustion. They worked, but burned out quickly, produced smoke, couldn't scale beyond what an open flame allowed, and were responsible for widespread and often catastrophic city fires.

**1666**

**The Great Fire of London**  
destroyed approximately 13,200<sup>9</sup> homes.

**1728**

**The Great Fire of Copenhagen**  
wiped out nearly 28%<sup>10</sup> of the city.

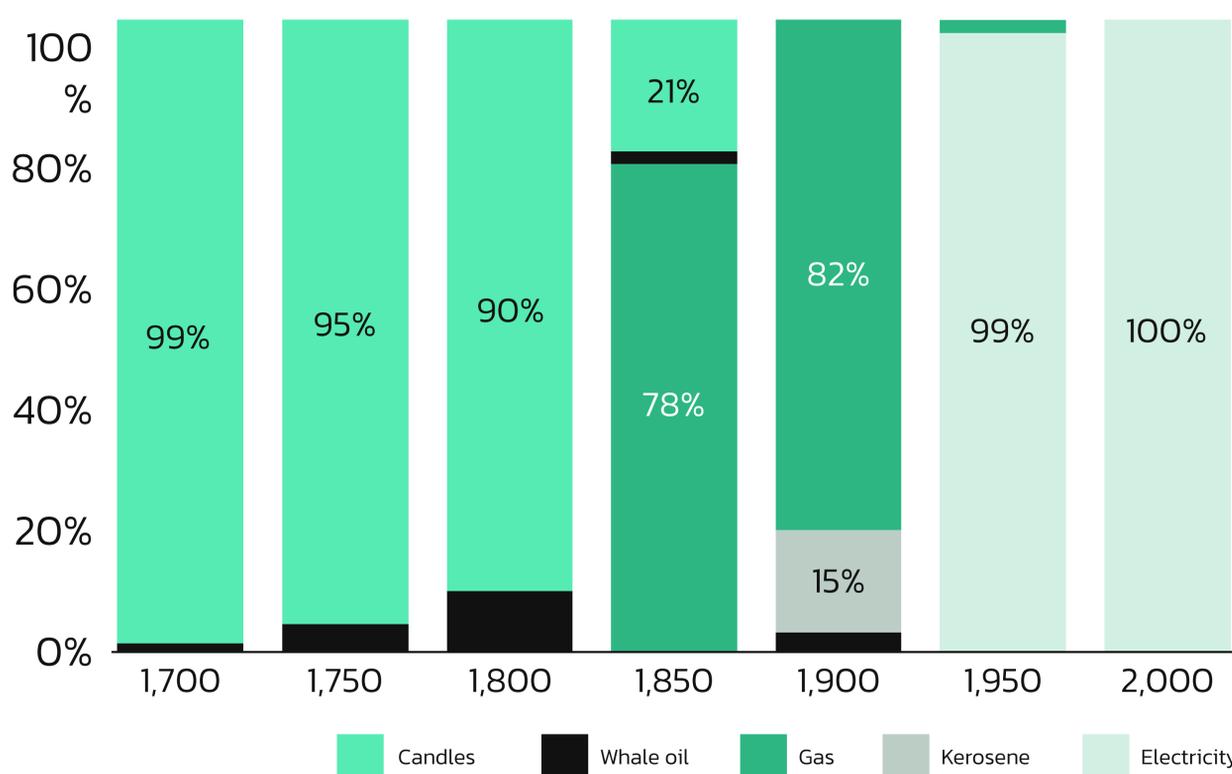
**1871**

**The Great Chicago Fire**  
destroyed an estimated 17,450<sup>11</sup> buildings.

**The arrival of electricity changed how light itself was created.**

Instead of burning fuel, we learned to move energy through filaments, producing illumination instantly and cleanly.

### The Transition From Candles to Electricity in the United Kingdom



Source: Our World in Data From candles to electrons: changing lighting sources in the United Kingdom

8) <https://youtu.be/GRcajzJ8ZWA>

9, 10) [https://www.whpress.co.uk/CCH/952\\_Garrioch.html](https://www.whpress.co.uk/CCH/952_Garrioch.html)

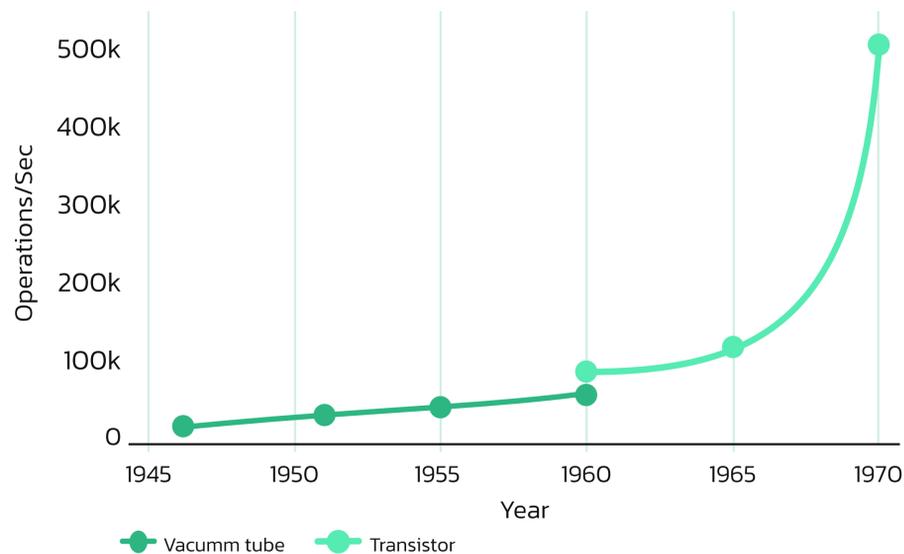
11) <https://greatchicagofire.org/ruined-city-library/losses-fire/>

# Vacuum Tubes to Transistors

Vacuum tubes controlled electronic signals by heating metal filaments inside glass chambers, a process that consumed immense power and often failed under stress. In 1947, the transistor replaced this fragile setup with solid-state semiconductors that could guide electron flow through silicon. Suddenly, machines that once filled entire rooms could fit on a desk. It made modern computing possible.

Within a few decades, computers jumped from thousands of operations per second on vacuum-tube machines to millions and then trillions on transistorized microprocessors, as transistor counts climbed from a few thousand in the early 1970s to tens of billions today<sup>12</sup>. From the 1960s onward, this steady doubling of transistors roughly every two years, popularized as Moore’s law, became a famous tech narrative and a self-fulfilling roadmap that guided how the entire semiconductor industry planned its progress<sup>13</sup>.

## Computing Power Over Time

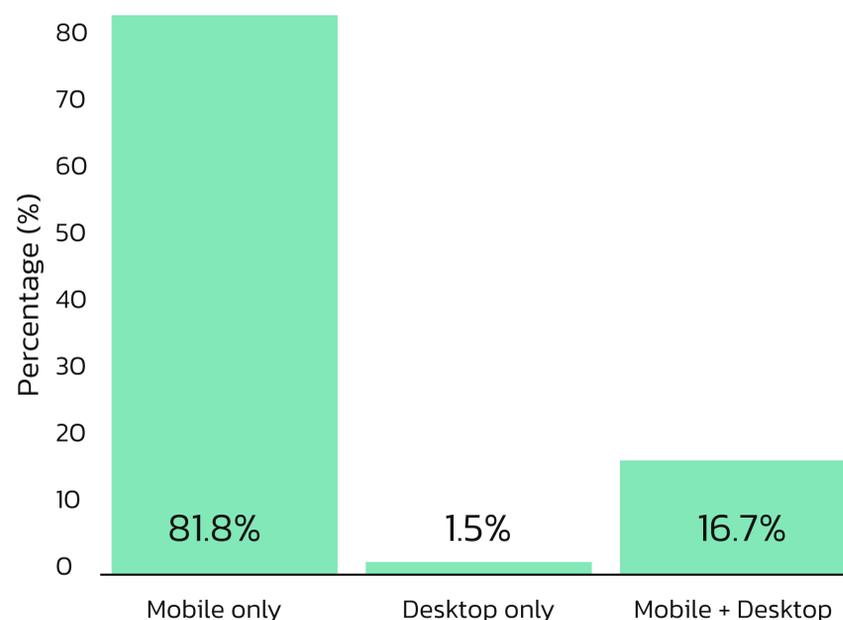


Source: Computer History Museum, Transistorized Computers Emerge & Wikipedia, Vacuum-tube computer

# Desktop to Mobile

Computing began tethered to desks and power outlets, designed for a world where people occasionally went online. Then mobile devices arrived and reversed the relationship. Suddenly, the internet moved with you, integrated into your daily life. Every industry had to rebuild for a reality that was always connected.

## Device Breakdown of Facebook Users (2025)



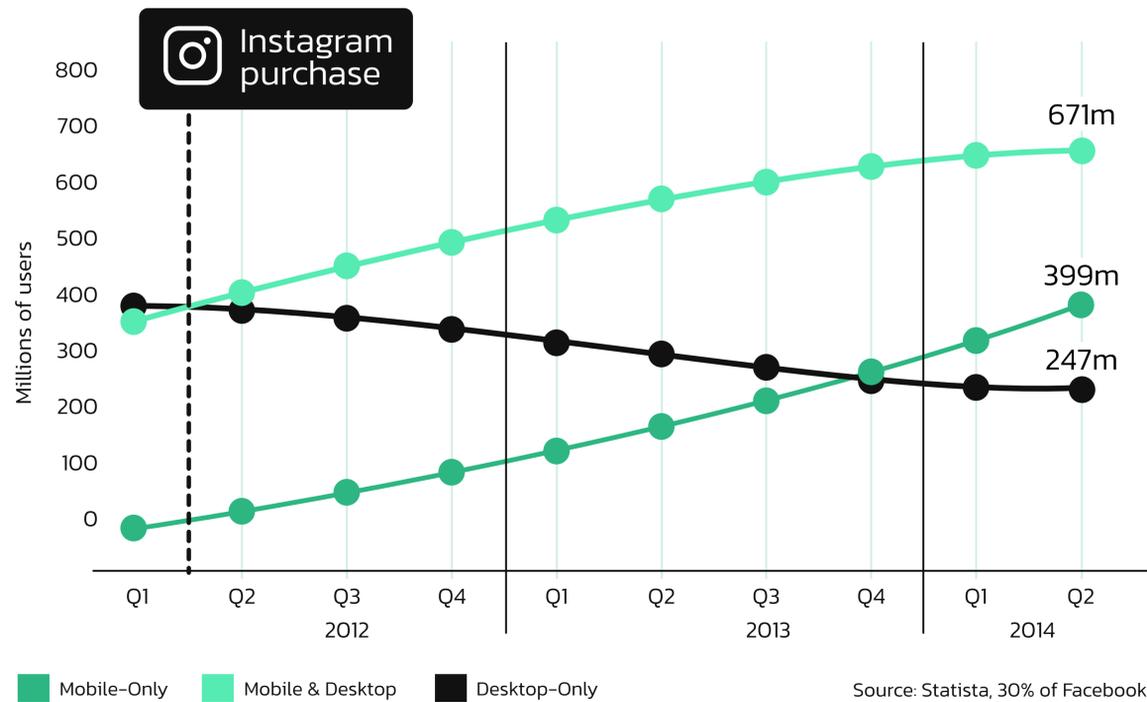
Source: Statista, Device usage of Facebook users worldwide as of January 2022

<sup>12</sup>) <https://nzocloud.com/blog/computing-power/>

<sup>13</sup>) <https://newsroom.intel.com/press-kit/moores-law>

Platforms either adapted quickly or lost relevance. Facebook's acquisition of Instagram is a canonical example. At the time, paying \$1B<sup>14</sup> for a mobile-first photo app seemed excessive. In hindsight, it was a decisive bet on the mobile platform shift, allowing Facebook to stay dominant as user behavior moved away from the desktop feed. Stripe's \$1.1B<sup>15</sup> acquisition of Bridge follows this same logic. Instead of viewing stablecoins and onchain settlement as incremental features, Stripe recognized them as the next platform layer for global finance and moved early to secure positioning.

## Facebook's Monthly Active Users After Their Instagram Acquisition



## Banking Networks to Blockchain Rails

The shift from closed banking networks to blockchain rails follows the same trajectory. Each prior transition became inevitable once the solution proved 10x better. Imagine willingly going back to candles, to horses, to rotary phones. It wouldn't happen. Once a better foundation exists, the world simply moves on.

We're now at that point in finance. A typical international bank wire sent over SWIFT still takes 1–5 business days to settle and often carries \$15–\$50 in fixed fees, and when converting into foreign currencies, it often adds a further 2–4% hidden FX markup on the rate you see<sup>16</sup>. By contrast, a stablecoin transfer on a high-throughput chain like Monad or Solana confirms in roughly one second at peak and settles in practice within a few seconds, with network fees often below a cent and FX spreads that can sit under 0.5% when you route through deep onchain liquidity<sup>17</sup>.

The combination of stablecoins and modern blockchains has outgrown the experimental phase and now performs better across core use cases like payments, savings, and cross-border transfers. This movement goes far beyond giving users access to crypto inside banking apps. Fintech 3.0 will replace the underlying infrastructure itself, the same way digital cameras didn't upgrade film but erased the need for it. Blockchain networks are doing the same to legacy banking rails, introducing a system built for the internet age.

14) <https://about.fb.com/news/2012/04/facebook-to-acquire-instagram/>

15) <https://www.cnbc.com/2025/02/04/stripe-closes-1point1-billion-bridge-deal-prepares-for-stablecoin-push.html>

16, 17) <https://rebel.io/blog/how-stablecoins-cut-cross-border-fx-fees-from-3-to-near-zero>

# 05

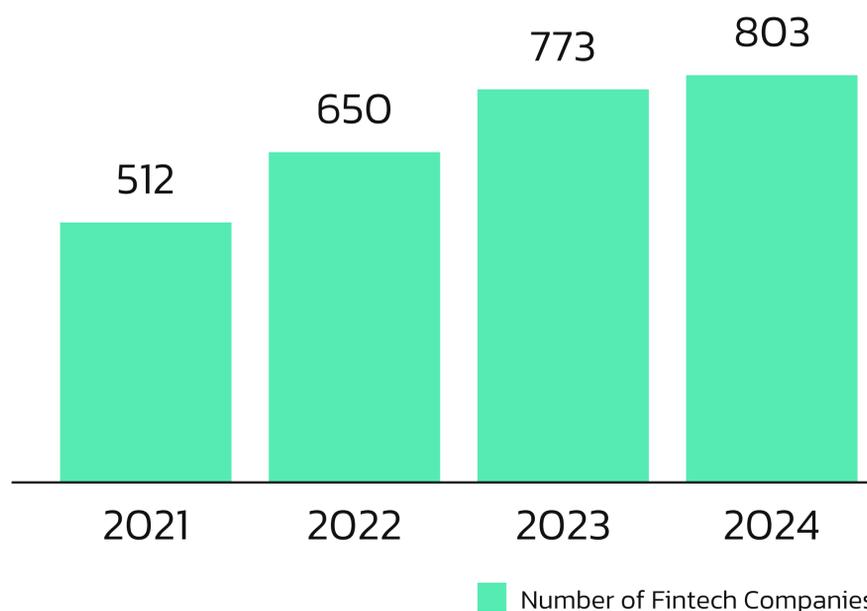
## Market Landscape

# Market Landscape

This transition becomes even clearer when we look at Mexico, a market where fintech adoption and startup growth have created the ideal conditions for the new rails to take over. According to the latest Finnovista Fintech Radar, Mexico now hosts 1,104 fintech startups, up from just 132 in 2017, a 8.3x increase in 7 years<sup>18</sup>.

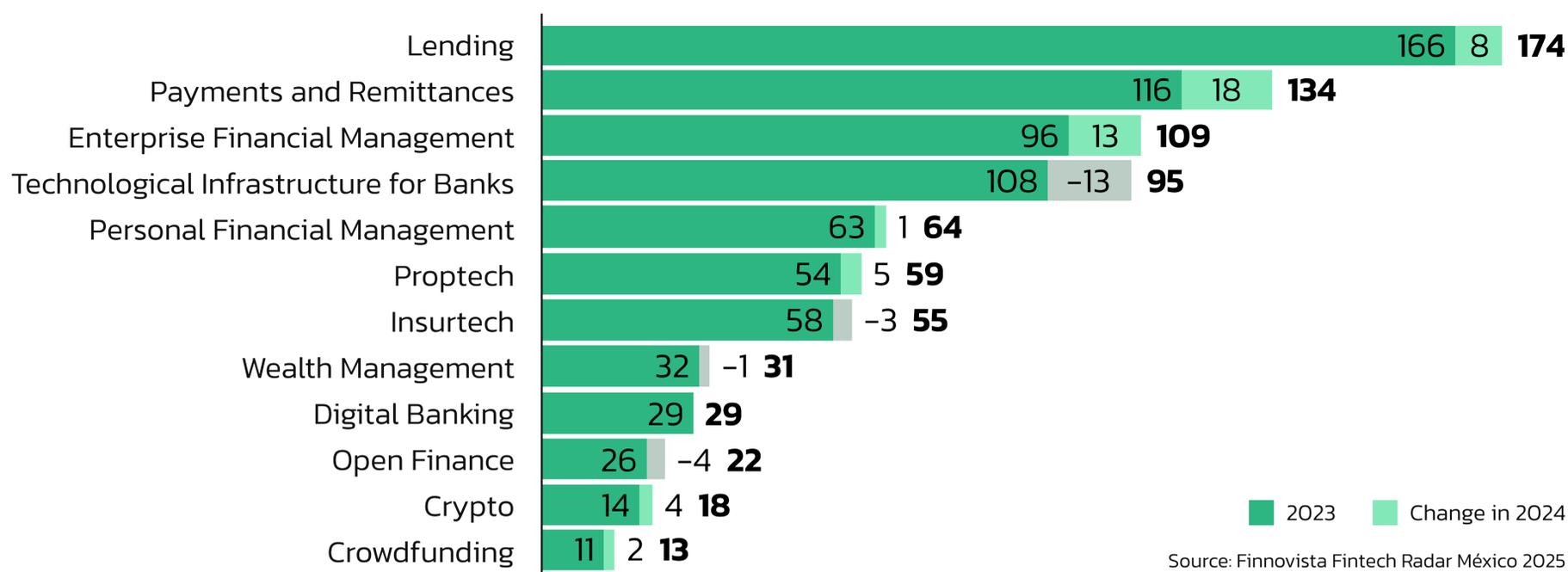
It is now the second-largest fintech ecosystem in Latin America, trailing only to Brazil. A closer look at the composition of the ecosystem shows the breadth of activity across the country: lending, payments, enterprise finance, bank infrastructure, wealth, digital banking, open finance, and crypto. The distribution below illustrates how large and diversified the landscape has become, and how many categories of financial services are already being rebuilt through technology.

## Growth of Local Mexican Fintechs



Source: Finnovista Fintech Radar México 2025

## Fintech Growth by Segment in Mexico



Source: Finnovista Fintech Radar México 2025

This level of diversification signals more than just growth, it reflects a market where users have already embraced financial products across multiple verticals. A decade ago, in 2015, only around 44%<sup>19</sup> of Mexican adults had a formal bank account. By 2024 roughly 8 in 10 adults held at least one financial product, and 69% of those with a savings account used their phone as their primary transacting method, meaning fintechs are no longer building on an unbanked base but on a broad financially literate and increasingly digital population<sup>20</sup>.

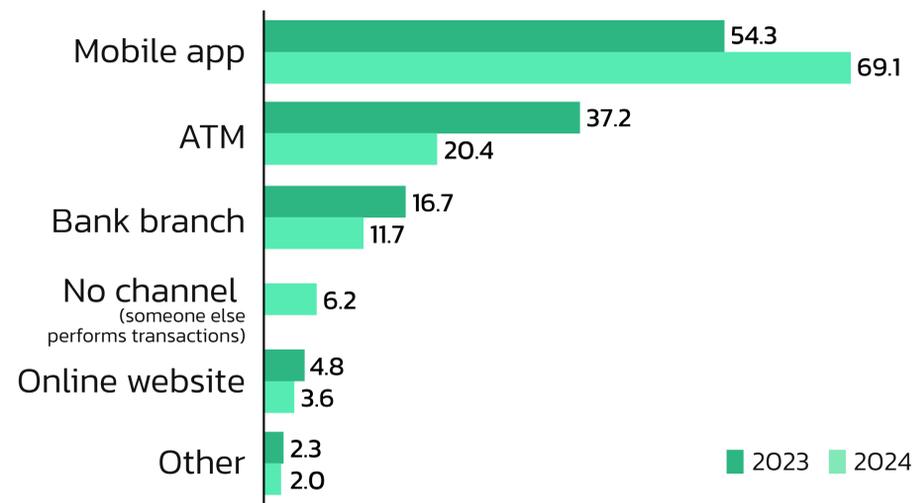
18) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

19) [https://www.coneval.org.mx/EvaluacionDS/PP/CEIPP/ESEPS/Documents/Guias\\_practicas/4\\_Inclusion\\_Financiera.pdf](https://www.coneval.org.mx/EvaluacionDS/PP/CEIPP/ESEPS/Documents/Guias_practicas/4_Inclusion_Financiera.pdf)

20) [https://www.inegi.org.mx/contenidos/saladeprensa/boletines/2025/enif/ENIF2024\\_CP.pdf](https://www.inegi.org.mx/contenidos/saladeprensa/boletines/2025/enif/ENIF2024_CP.pdf)

More than 70M Mexicans used fintech services in 2024, with projections pointing to 86M by 2027<sup>21</sup>. Revenues are climbing even faster, Mexican fintechs posted 31% YoY revenue growth in 2024, with a 22% CAGR from 2021–2024, signaling an industry moving from experimentation to scale<sup>22</sup>. Together, these trends point to an environment that is large, expanding, and increasingly primed for a shift in underlying infrastructure. What follows is a breakdown of the structural forces that make Mexico one of the most compelling Fintech 3.0 markets in the world.

## Fintech Growth by Segment in Mexico

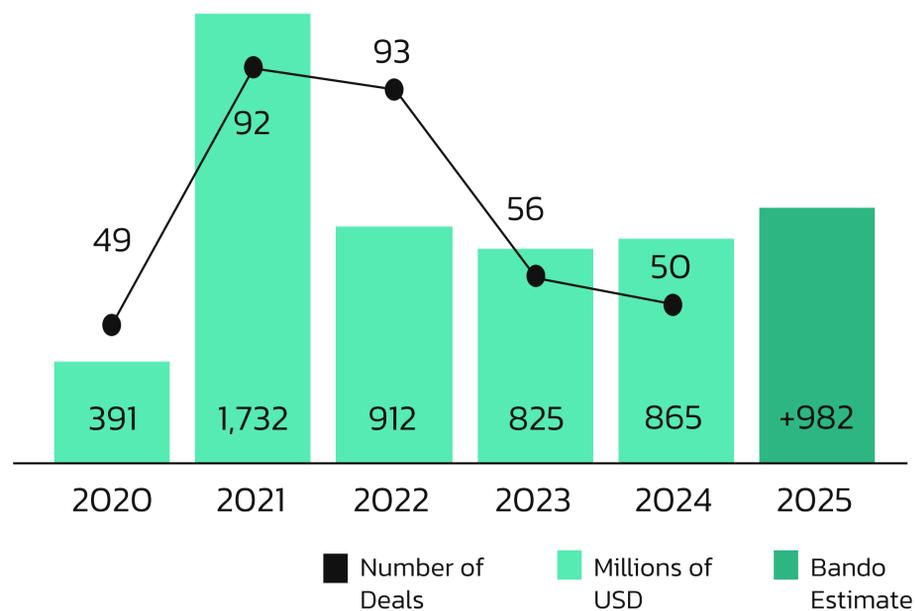


Source: Encuesta Nacional de Inclusión Financiera 2025

## Venture Capital Momentum

Mexico’s venture landscape has entered a phase where capital concentrates around companies that demonstrate real traction and the ability to scale. Despite a slowdown in global VC activity, Mexican fintechs raised \$865M across 50 deals in 2024, a volume nearly identical to 2022 and 2023, even as the number of transactions fell by 20%, signaling a clear shift toward fewer but larger, more deliberate checks into proven operators<sup>23</sup>.

## VC Funding and Number of Deals in Mexico’s Fintech Sector



Source: Finnovista Fintech Radar México 2025

21) <https://mexicobusiness.news/finance/news/mexicos-fintech-sector-projects-86-million-users-2027>

22) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

23) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

In 2025, a cluster of large late-stage fintech rounds helped Mexico surpass Brazil in total VC dollars for the first time since 2012, with fintech absorbing the bulk of disclosed capital<sup>24</sup>.

## Notable Venture Deals Closed in 2025 by Mexican Fintech Startups

 **Klar**

\$800M  
Series C

 **Plata Card**

\$160M + \$250M  
Series A + Series B

 **Kavak**

\$127M  
Equity Funding

 **Kapital**

\$100M  
Series C

 **Clara**

\$80M  
Equity + Growth Financing

 **Felix Pago**

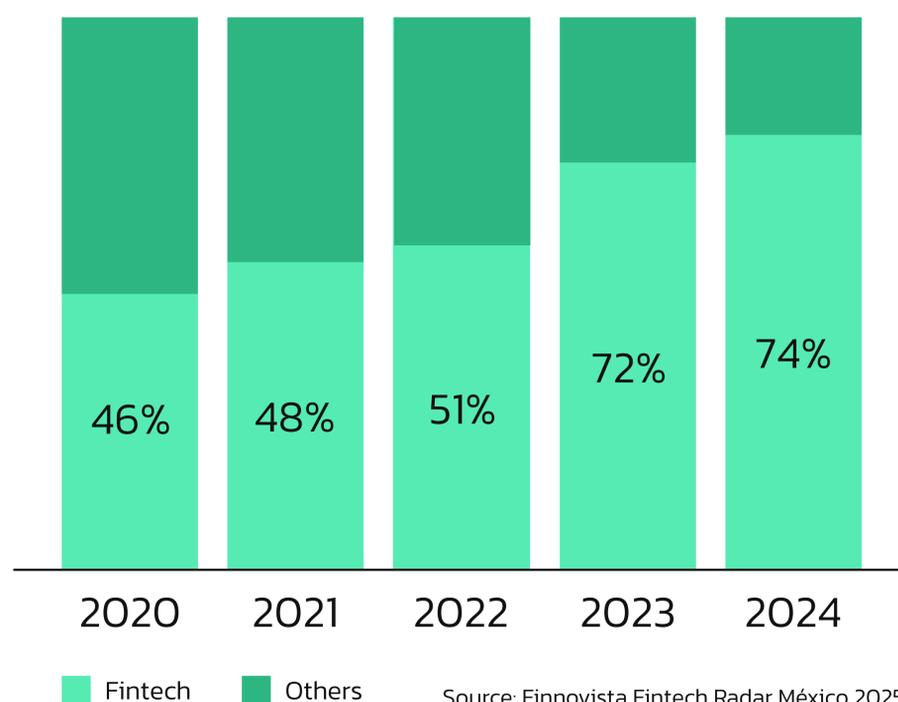
\$75M  
Series B

Source: LAVCA's Q3 2025 Industry Data & Analysis

The sector continues to dominate Mexico's investment profile, consistently capturing the largest share of VC dollars in the country. In 2024, 74%<sup>25</sup> of all VC funding in Mexico flowed into fintech, reflecting a strong conviction among both local and international funds that financial services remain the category with the deepest market need, the clearest revenue pathways, and the highest potential for regional breakout effects.

What makes this dynamic especially important is that the next wave of fintech innovation, Fintech 3.0, directly strengthens the traits investors already prize: better margins, faster distribution, and new revenue streams layered on top of existing user bases. As fintechs adopt onchain rails across payments, savings, credit, and treasury flows, they unlock business models that scale more efficiently than their predecessors. This alignment between investor incentives and infrastructure evolution makes venture momentum a catalyst that will accelerate the transition into Fintech 3.0 as soon as the right breakout products emerge.

## Fintech's Rising Share of Venture Investment in Mexico



24) <https://nextstars.io/2025/11/17/latin-american-startup-ecosystem-2025-trends-and-opportunities/>

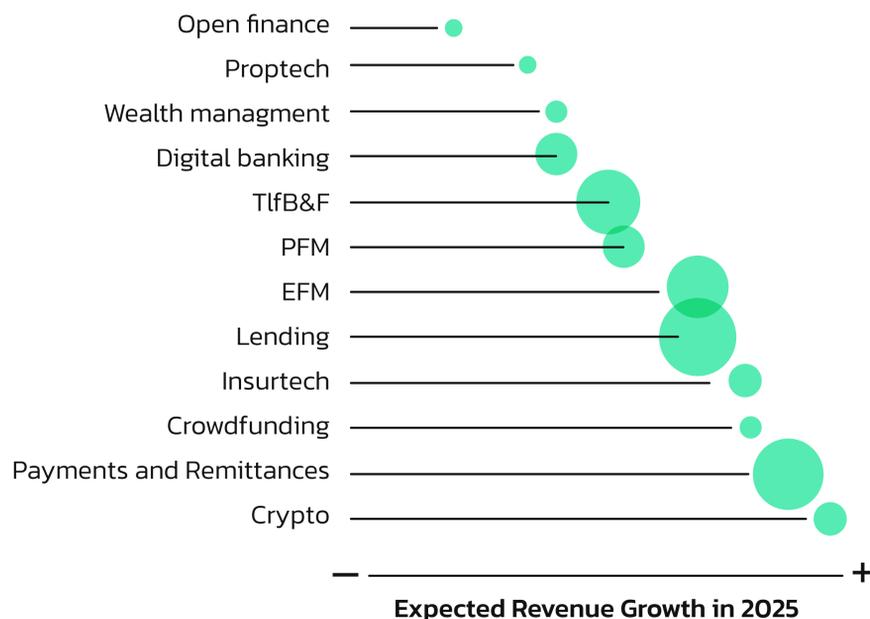
25) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

# Early but Fast-Growing Crypto Activity

Crypto remains a relatively small segment of Mexico’s fintech ecosystem, but it is expected to grow faster than every other vertical. It is among the leaders in expected revenue growth for 2025, powered by rising transaction volumes and greater acceptance of stablecoin-based payments across platforms.

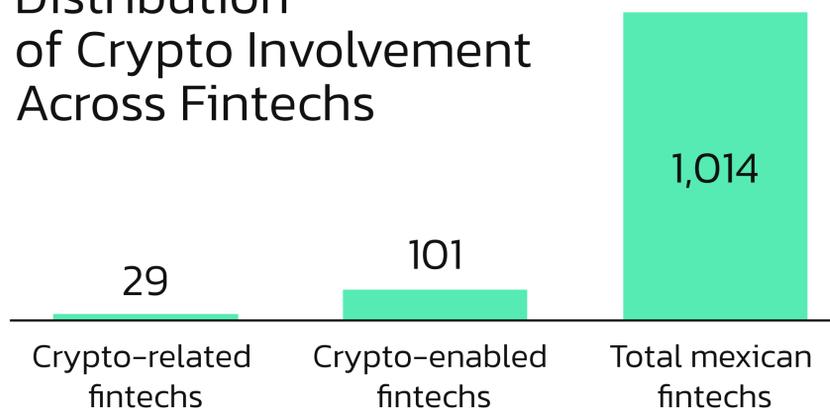
## Fintech Segments by Revenue Size and Expected 2025 Growth

Source: Finnovista Fintech Radar México 2025



In 2024, Finnovista counted only 29 crypto-related fintech projects in Mexico, a small fraction of the total 1,104 startups, but precisely because the base is small, the upside is large<sup>26</sup>. Outside of those 29, adoption inside fintech companies is rising quickly, 10% of all fintechs now use crypto technology, up from 6% in 2023<sup>27</sup>.

## Distribution of Crypto Involvement Across Fintechs



Source: Finnovista Fintech Radar México 2025

Most of these implementations involve stablecoins, particularly for cross-border flows and remittances, where cost and time advantages are impossible to ignore, as mentioned in **The Inevitable Shift**. This early momentum mirrors the beginning of every platform shift, the absolute numbers are still low, but the curve is clearly bending upward as both the number of fintechs using crypto rails and the number of people relying on digital financial products across the country keep rising. The opportunity lies not in what crypto fintechs represent today, but in how rapidly they are outpacing their peers.

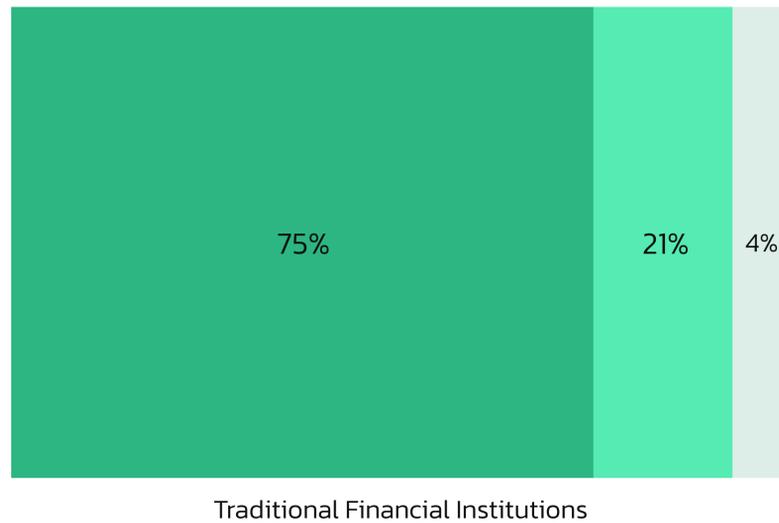
26, 27) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

# Openness From Traditional Institutions

One of Mexico’s most underrated advantages is the unusually high willingness of traditional institutions to collaborate with fintechs.

## Level of Collaboration Between Fintech Institutions and Traditional Financial Institutions

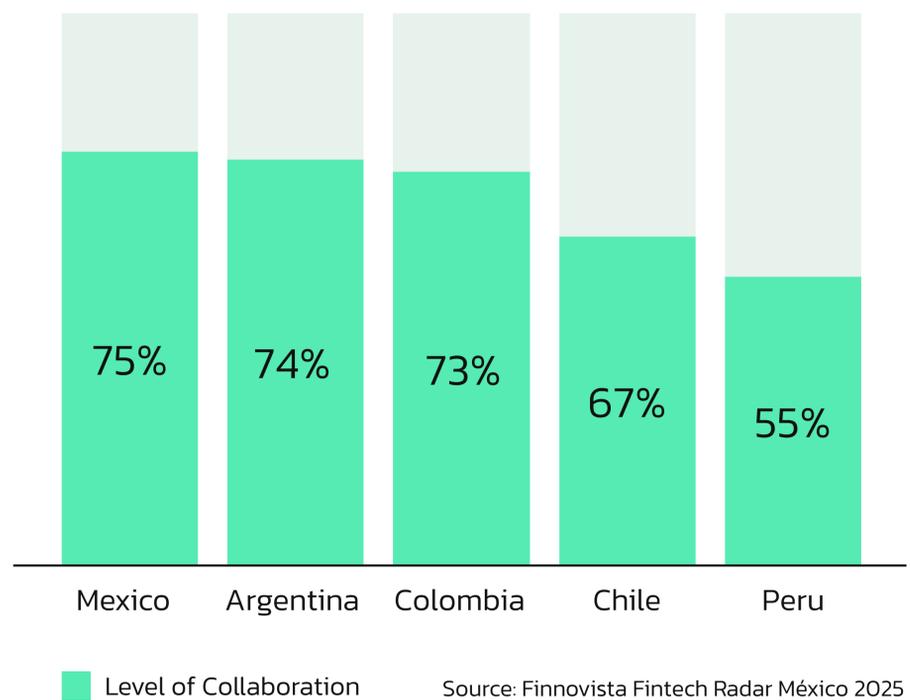
- We are not seeking collaboration
- We do not collaborate, but we are open to collaboration
- We collaborate, are in the process, or are seeking collaboration



Source: Finnovista Fintech Radar México 2025

Seventy-five percent of fintech companies in Mexico either already work with banks or are actively seeking to do so, making it the most open collaboration market in Latin America<sup>28</sup>.

## Collaboration Levels Between Fintechs and Traditional Institutions in Latin America



Source: Finnovista Fintech Radar México 2025

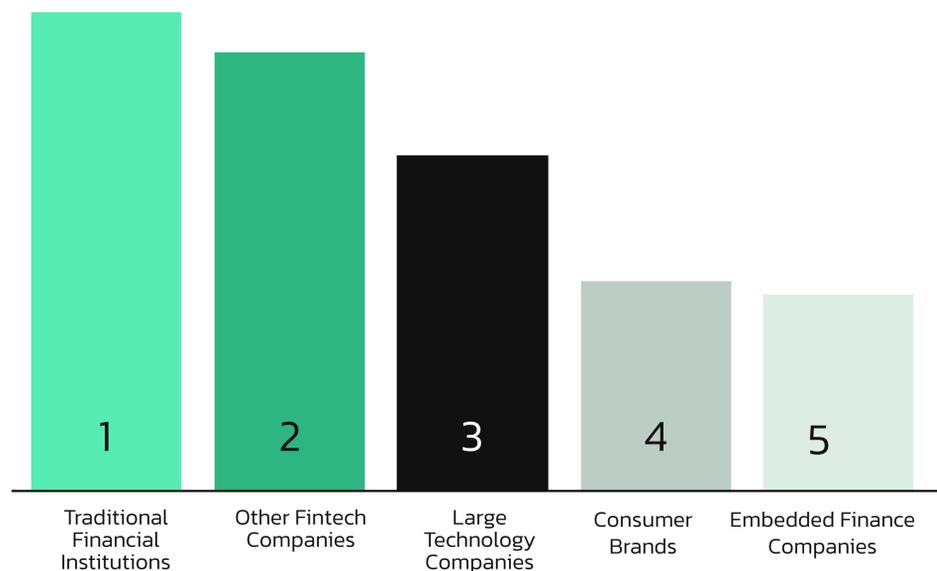
That openness extends horizontally as well, fintechs consistently partner with one another, creating a network dynamic where integration, not isolation, is the default path to scale.

28) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

This environment matters because it creates ideal conditions for new infrastructure to be adopted quickly. When incumbents are receptive and fintechs are accustomed to integrating external capabilities, crypto-native teams with deep operational expertise can plug into existing roadmaps instead of fighting institutional resistance. The result is a mutually beneficial relationship: Bando, for example, gains a new partner to deploy Fintech 3.0 rails, while the fintech or financial institution in question gains the speed, cost efficiency, and global reach of modern infrastructure, resolving long-standing operational bottlenecks without requiring internal reinvention.

Collaboration, however, is not without friction. Two major blockers consistently emerge across the ecosystem: restrictive regulatory requirements and the slow pace of innovation inside large financial institutions<sup>29</sup>.

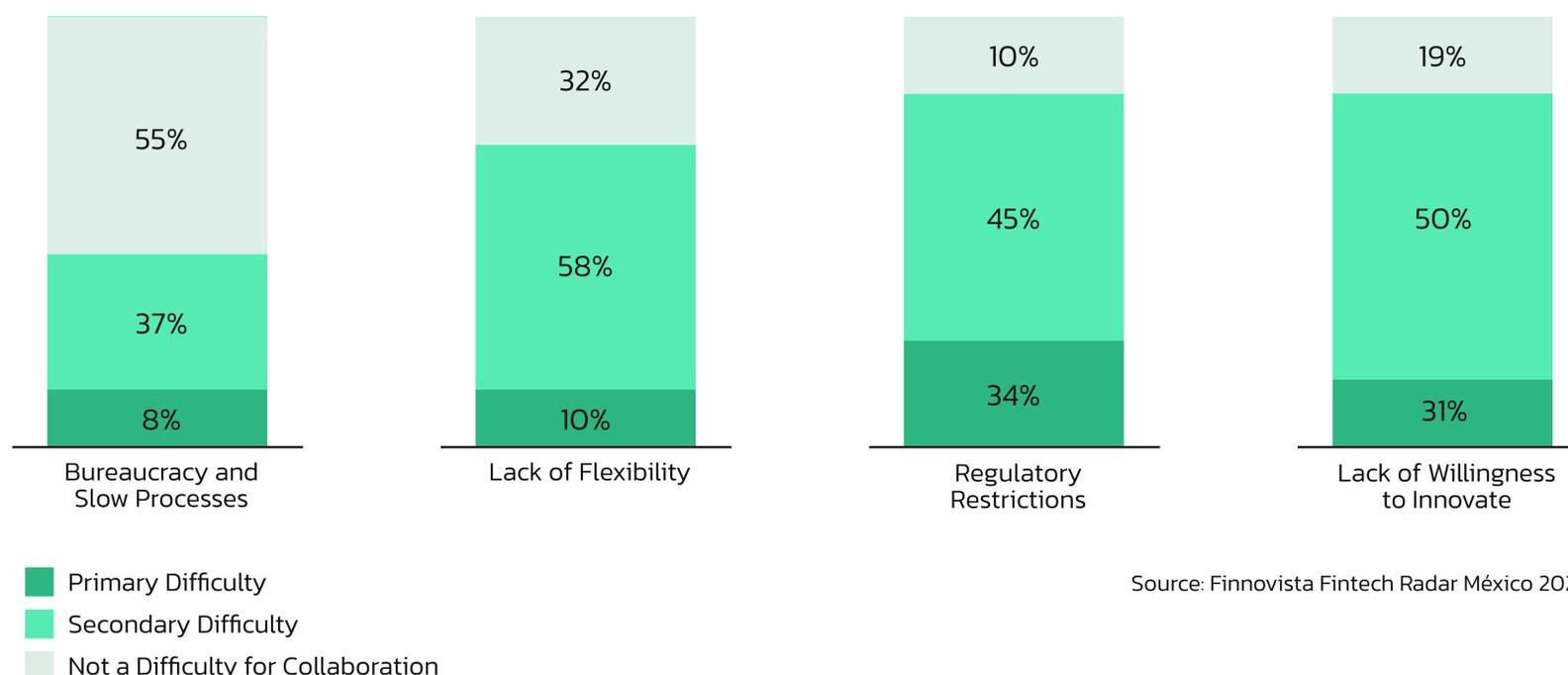
## Collaboration Readiness Among Mexican Fintechs and Traditional Institutions



Source: Finnovista Fintech Radar México 2025

Yet these constraints are exactly where Fintech 3.0 creates new leverage. Bando’s regulatory-first approach helps institutions navigate compliance complexity, while the competitive pressure triggered by early adopters of stablecoin and blockchain infrastructure forces the rest of the market to accelerate innovation. As soon as one major player offers faster settlement, programmable liquidity, or interoperable cross-border flows, the rest cannot afford to stand still.

## Key Collaboration Challenges Reported by Mexican Fintechs



Source: Finnovista Fintech Radar México 2025

29) [https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO\\_27.02.24.pdf](https://www.finnosummit.com/wp-content/uploads/2025/02/RADAR-MEXICO_27.02.24.pdf)

# A Stable Peso Built on One of the World's Most Advanced Payment Systems

Another of Mexico's key edges is that both its currency and its payment rails already work unusually well, which makes them ideal foundations for a global upgrade instead of problems to escape. Over the last ten years, the Mexican peso has been one of the most resilient major Latin American currencies: USD/MXN traded in the \$16–\$25 range and is only 8.7%<sup>30</sup> weaker than in 2015, while the Argentine peso has lost well over 99%<sup>31</sup> of its value against the dollar, the Colombian peso has devalued 17.3%<sup>32</sup>, and the Brazilian real is down 28.6%<sup>33</sup>.

In fact, over the last five years, the peso has appreciated by roughly 10% against the U.S. dollar, supported by tight monetary policy, resilient macro fundamentals, and Mexico's growing role in North American supply chains.

Mexicans, in other words, are not being forced out of MXN by hyper-devaluation in the way Argentines, Colombians, or even Brazilians often are.

## USD to MXN Exchange Rate History

1 USD = 17.95 MXN 10% appreciation in 5 years



Source: Dec 16 2025 Wise USD to MXN Conversion Chart

On the rails side, SPEI provides instant bank-to-bank transfers that settle within seconds at zero cost, and without a per-transfer tax like in Colombia, where most electronic payments are charged the "4x1000" levy, a 0.4% tax on the amount transferred, deducted every time money moves. Traditional SWIFT wires, by contrast, can take 1–5 business days and charge \$15–\$50 in fixed fees, as outlined in [The Inevitable Shift](#), which helps explain why SPEI has become Mexico's default real-time payment backbone. Low-value transfers have climbed from roughly MXN 438B and 110M transactions in 2015 to nearly MXN 6T and more than 4B transactions by 2024<sup>34</sup>.

30) USD/MXN 1M FXCM TradingView Chart

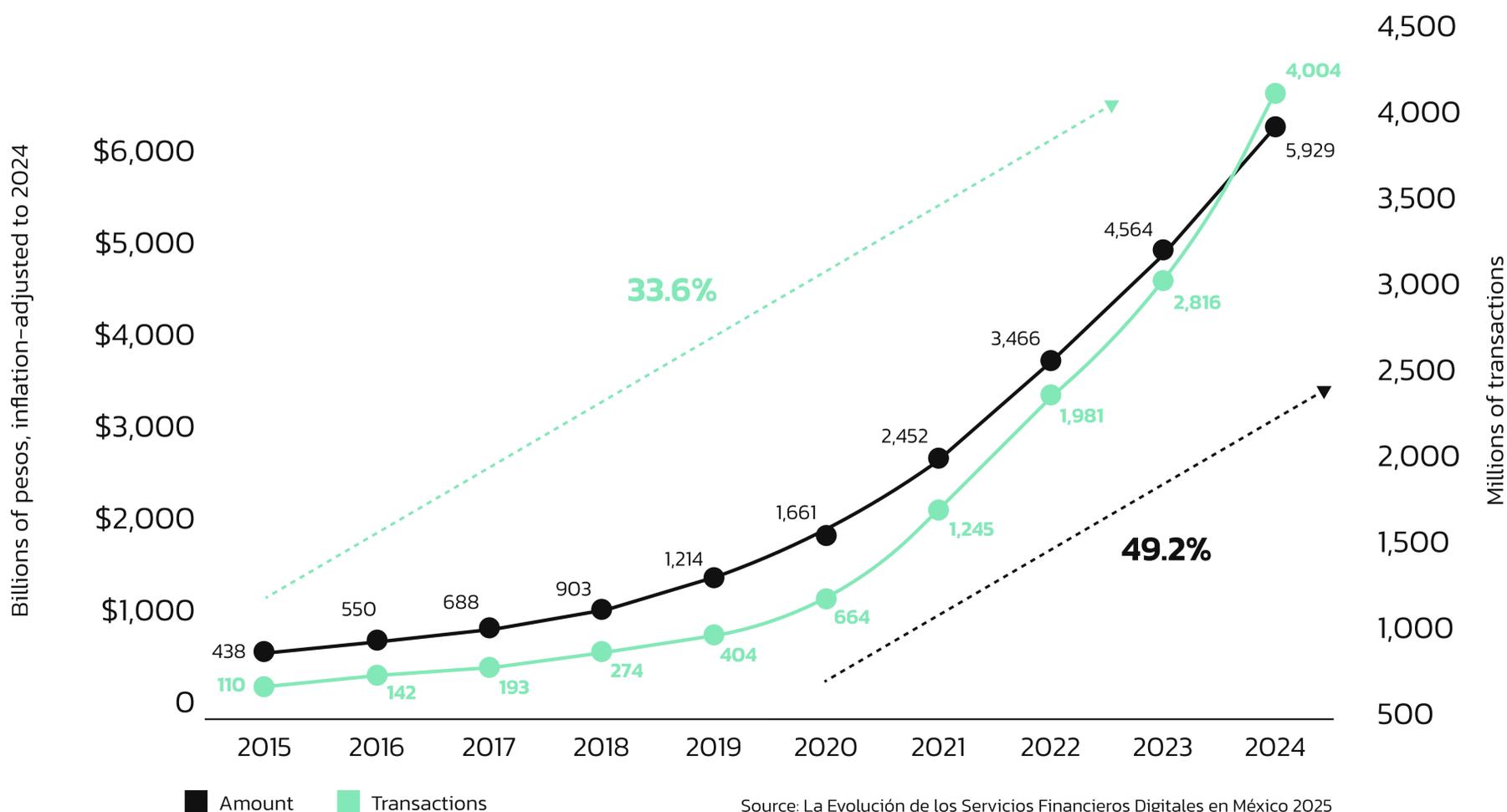
31) ARS/USD 1M ICE TradingView Chart

32) COP/USD 1M ICE TradingView Chart

33) BRL/USD 1M ICE TradingView Chart

34) [https://cdn.prod.website-files.com/65d3d853c8b4dfa6dd812e69/67c88f5718d076d6a405598c\\_Documento\\_Fintech\\_Ok\\_marzo.pdf](https://cdn.prod.website-files.com/65d3d853c8b4dfa6dd812e69/67c88f5718d076d6a405598c_Documento_Fintech_Ok_marzo.pdf)

## SPEI Low-Value Transfers Amount and Volume Over Time



This combination of a relatively stable currency and deeply adopted, instant domestic rails gives Mexico a very different starting point from most emerging markets. Instead of fleeing a collapsing unit of account or patching broken infrastructure, the shift can focus on upgrading the experience of an already large, digital-first user base, making peso payments more programmable across the products people already use every day. As leading fintechs and banks compete for the same customers, superior UX on top of these rails stops being a nice-to-have and becomes a requirement, turning infrastructure upgrades into a direct lever for market share rather than a distant technical bet.

## The Inflection Point

Taken together, these dynamics of deep investor conviction, accelerating crypto adoption, an ecosystem unusually open to collaboration, and a resilient peso supported by a highly scaled real-time payment network signal a market approaching an inflection point. Mexico is structurally primed for a transition in its underlying financial infrastructure. The demand is clear, the capital is in place, and the institutions are ready to participate. What has been missing is the rails upgrade, and with Fintech 3.0, that upgrade has finally arrived.

# 06

## Use Cases Impacted by Fintech 3.0

# Use Cases Impacted by Fintech 3.0

Fintech 3.0 marks a platform shift where the daily financial workflows that make money move are fundamentally upgraded. Unlike a mere tech add-on, stablecoin rails and blockchain infrastructure rewire core processes for 10x improvements in speed and cost.

Real adoption will come when these new rails make everyday finance better with new products that weren't possible before. [The Inevitable Shift](#) explained why this transition is underway, and [Market Landscape](#) outlined where it will concentrate. This section focuses on what will change, breaking down the use cases Fintech 3.0 transforms at the product level and revealing how these improvements compound into the competitive edge that will separate tomorrow's leading fintechs from the rest.

## Five categories:

Consumer Savings Accounts

Global Credit Access

Cross-Border Payments and Remittances

Prediction Markets

Treasury Management

# Consumer Savings Accounts

## Use Case

Consumer savings accounts are the foundation of modern digital banking fintechs, the primary product through which users store, protect, and grow their money. They concentrate the user’s inflows and spending activity, making them the core engine of user retention and revenue generation.

## Problem

Fintech 2.0 neobanks in Mexico advertise high yields, but these returns are capped by extremely low deposit limits and depend on volatile, illiquid, and often opaque yield sources. At the same time, they do not offer real investment products and therefore cannot help users gain wealth, preserve value, or hedge inflation in any meaningful way.

## Maximum Yield Offerings Across Mexico’s Top Fintech 2.0 Apps

Fintech 2.0 App	Yield	Lockup	Limit (MXN)
 stori	15%	60d	\$5K
 nu	15%	0d	\$25K
 mercado pago	13%	0d	\$25K
 klar	15%	0d	\$25K
 ualá	15%	0d	\$30K
 spin	None	–	None

## Market Size

Mexico’s resident-held monetary instruments total \$465B<sup>35</sup>, representing the real pool of short-term savings and deposit instruments that Fintech 3.0 can upgrade.

## Fintech 3.0 Upgrade

Stablecoins enable consumer savings accounts to hold yield-bearing dollar balances and access non-speculative investment products such as tokenized CETES (Mexican government bonds) and other sovereign bonds, all delivered through programmable, onchain infrastructure.

35) <https://www.banxico.org.mx/SielInternet/consultarDirectorioInternetAction.do>  
 36) [https://x.com/brian\\_armstrong/status/1906723887112401179?s=20](https://x.com/brian_armstrong/status/1906723887112401179?s=20)

## Structural Advantages

- **Superior User Experience:** One account provides currency stability, yield, investability, and portability in a single product, delivering a level of optionality that traditional savings models cannot match.
- **Real & Sustainable Yield:** Returns come from transparent, onchain sources (tokenized RWAs, DeFi lending markets), turning yield into a legitimate investment product rather than a marketing expense that must be capped or subsidized.
- **Instant Global Liquidity:** Unlike current digital banking “high-yield accounts” that often freeze deposits to secure returns, stablecoin-based savings remain liquid 24/7, enabling real-time access while still generating yield.
- **New Revenue Streams:** Instead of burning cash on promotional interest, fintechs earn a share of the safe underlying yield, opening durable, margin-positive revenue lines tied to sovereign debt, stablecoin float, and onchain money markets.

*“Billions are still underbanked and losing the value of their savings because of volatile local currencies. They can’t access USD, let alone interest-earning USD. Interest-earning USD stablecoins can onboard them to a financial system that’s instant, transparent, and global—all they need is a simple internet connection.”<sup>36</sup>*



Brian Armstrong,  
Co-founder and CEO at Coinbase

## Local Early Adopters



# Cross-Border Payments and Remittances

## Use Case

Cross-border payments are how migrants support families, companies pay suppliers and freelancers, and banks settle obligations across jurisdictions. For Mexico, this includes everything from a \$200 WhatsApp remittance from the U.S. to multimillion-dollar trade payments. It is one of the clearest places where Fintech 3.0 can replace legacy rails with an always-on, internet-native network.

## Problem

Today's cross-border rails are slow, expensive, and capital-inefficient. Remittance fees to Mexico still average 6%<sup>37</sup>, cutting deeply into small transfers, while settlement days 1-5 days with opaque FX rates and unpredictable "funds in transit" holds as stated in **The Inevitable Platform Shift**. Meanwhile, banks and processors must keep large pre-funded balances abroad to operate the system, locking up capital that could be used elsewhere. The result is a costly, delayed, and structurally inefficient model for both consumers and institutions.

## Market Size

Mexico sits on the second-largest remittance corridor in the world, with the US-Mexico flow alone accounting for \$64.7B<sup>38</sup> in annual inflows, nearly all of it still running on slow, expensive legacy rails. At the same time, US-Mexico trade reached \$635.7B in 1H 2025 alone, up 3% year over year, with \$264.38B of exports from Mexico to the US in that period, implying full-year bilateral trade in the \$1.2T range and a massive volume of B2B flows that must settle across borders<sup>39</sup>. Even a modest shift of this combined remittance and trade settlement volume onto stablecoin rails represents a multi-billion-dollar opportunity for Fintech 3.0 players.

## Fintech 3.0 Upgrade

Stablecoin rails replace the multi-bank chain with a single on-chain transfer: money is converted into a stablecoin, sent over a public blockchain that settles in seconds, and converted back to local currency through connected on/off-ramps. Smart contracts handle settlement, and FX routes automatically through local partners, removing correspondent banks and eliminating the need for pre-funded accounts.

## Structural Advantages

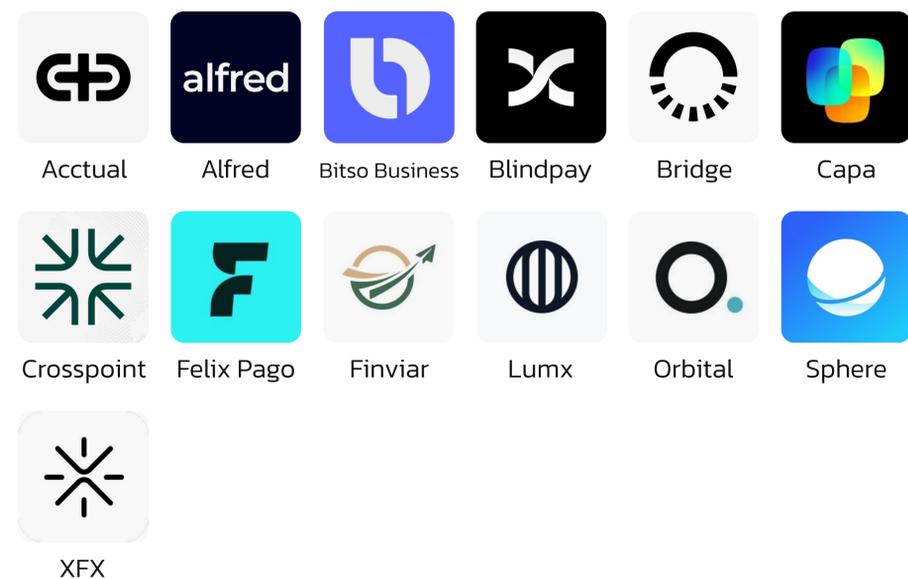
- **Near-Instant Availability:** Transfers that traditionally take 1-5 days arrive in seconds, removing delays that disrupt both families and businesses.
- **Better Economics:** Stablecoin rails cut average remittance costs from 4-6% to well under 1%, often just a few cents, transforming affordability and provider margins.
- **Capital Unlocked for Growth:** Removing idle prefunded balances frees balance sheet capacity that institutions can redirect into lending, float optimization, or yield-bearing treasury strategies.
- **Full Visibility End-to-End:** Every transfer has built-in auditability, precise timestamps, and deterministic settlement, removing the black box that plagues legacy cross-border operations.
- **Global:** A single connection to open stablecoin rails unlocks payouts across multiple countries without stitching together dozens of local corridors.

*"If global commerce didn't exist and it would start existing today, and someone were to say, how do I build a payments network... it would need to be on a stablecoin. No one would invent correspondent banking."*<sup>40</sup>



Daniel Vogel,  
Co-founder and CEO at Bitso

## Local Early Adopters



37, 38) <https://frontera.beehiiv.com/p/mexico-a-fertile-ground-for-crypto-adoption>

39) <https://www.dallasfed.org/research/economics/2025/1016>

40) <https://www.linkedin.com/pulse/daniel-vogel-ceo-bitso-serving-12-million-customers-building-armaza-qklne/>

# Treasury Management

## Use Case

Treasury management is how companies orchestrate liquidity across their entire organization, coordinating cash, FX, and short-term investments across multiple accounts and markets. It enables businesses to fund operations smoothly and maintain financial control as they scale.

## Problem

Today's treasury operations are constrained by slow settlement, fragmented banking relationships, and rigid cut-off times. Companies maintain excess balances across multiple accounts and currencies because moving money takes days, creating idle cash, FX risk, and costly operational inefficiencies.

## Market Size

Mexico's corporate banking market generates [\\$51.6B](#)<sup>41</sup> per year in revenue, representing what banks earn from corporate lending, FX spreads, cash-management fees, and all treasury-related services for business clients.

## Fintech 3.0 Upgrade

Fintech 3.0 replaces bank-dependent infrastructure with a programmable treasury layer built directly on stablecoins and public blockchains. Payments, currency conversion, and balance updates execute through smart contracts rather than multi-step corporate workflows.

## Local Early Adopters



Bitso Business



Capa



Clara



Lumx

## Structural Advantages

- **Instant Liquidity Mobility:** Moving cash between entities takes seconds, replacing T+2 wires and freeing days of float across corporate operations.
- **Lean Cash Buffers:** Real-time transfers allow firms to hold far less "just-in-case" capital abroad, shrinking idle balances and improving working-capital efficiency.
- **Built-In Yield:** Idle corporate cash can earn yield automatically through tokenized T-bills, CETES, or stablecoin money-market protocols, accessible even to SMEs.
- **Lower Operating Costs:** Pennies-priced onchain transfers and tighter FX spreads replace \$15-\$50 international wires and opaque bank spreads.
- **Real-Time Visibility:** A unified on-chain ledger eliminates manual reconciliation and gives treasurers live global balances instead of end-of-day reports.

*"One of the last bastions where the internet has not eaten up the infrastructure is the financial system. Crypto and blockchain fundamentally represent the internet absorbing the financial system, and what that means is when you think about the functions of a corporation, the function of the Treasury at the core of value storage and exchange is about to get really accelerated into this internet model. It's the inevitable convergence of internet based systems and the modern corporation developing entirely new digital corporate forms."*<sup>42</sup>



Jeremy Allaire,  
Co-founder and Circle CEO

41) <https://www.datacuberresearch.com/mexico-corporate-banking-market>

42) <https://www.circle.com/blog/treasury-management-in-the-age-of-digital-assets-insights-from-circle-arca-and-fidelity>

# Global Credit Access

## Use Case

Global credit access refers to the flow of loanable capital across borders, determining how funding from one market can support borrowers in another. It includes underwriting, disbursement, repayment, and collateral management for credit relationships that extend beyond a single country.

## Problem

Credit in emerging markets is expensive and unevenly distributed: borrowers face double- or even triple-digit APRs, and strict local underwriting excludes millions of creditworthy consumers and SMEs. At the same time, global capital seeking yield cannot easily reach these markets due to regulatory barriers, currency risk, and the absence of interoperable lending infrastructure.

## Market Size

Small businesses in Mexico face an acute capital shortage: despite comprising 99.8% of Mexican businesses and generating 70% of employment, banks extend credit to only 4.4% of them, leaving a \$164B gap<sup>43</sup>. With Mexico projected to represent \$819B of LatAm's \$6.5T private-sector credit pool by 2025, the opportunity for globally funded, stablecoin-based lending is enormous<sup>44</sup>.

## Fintech 3.0 Upgrade

Fintech 3.0 turns lending into a global, programmable marketplace powered by decentralized finance. Capital from anywhere can flow into onchain lending pools, loans are denominated and disbursed in stablecoins, and smart contracts manage interest, repayments, and collateral without relying on local banks to intermediate each step.

## Structural Advantages

- **Rate Compression:** Borrowers in high-cost markets can refinance from local APRs that range from about 48% up to 300%<sup>45</sup> (DiDi Finanzas), down toward mid-single or low-double digits in USD, while global lenders still earn attractive net yields after fees.
- **Global Liquidity Matching:** Capital in the U.S. or Europe can directly fund SMEs in Mexico or Brazil via stablecoins, narrowing the gap between where money is cheap and where it is needed most.
- **Programmable Collateral:** Tokenized receivables, loans, or other real-world assets can be locked in smart contracts, giving lenders enforceable security interests without navigating every local court system.
- **Transparent Performance:** Onchain loan books provide real-time visibility into repayments, defaults, and utilization, eliminating the obscurity of traditional balance sheets.
- **Portable Credit Histories:** Repayment behavior can be recorded as onchain reputation, allowing borrowers who prove themselves in one market or product to access better terms and a broader range of lenders over time.

*"Stablecoins and DeFi are primitives, not peripheral innovations, and they can fundamentally alter credit intermediation in the future in brand new ways."*<sup>46</sup>



Wil Nuelle,  
General Partner at Galaxy Ventures

## Local Early Adopters



Addem Capital



Goldfinch



Huma finance



Tala

43) <https://mexicobusiness.news/finance/news/mexico-abm-partner-boost-sme-lending-35-annually-2030>

44) <https://mexicobusiness.news/finance/news/closing-financing-gap-smes-face-addem-capital>

45) <https://didifinance.com/prestamos>

46) <https://www.galaxy.com/insights/perspectives/stablecoins-defi-impact-credit-creation>

# Prediction Markets

## Use Case

Prediction markets are platforms where participants wager on future outcomes: sports results, elections, economic indicators, or business events. At their core, they let people express beliefs about what will happen and reward accuracy, creating a financial signal that reflects collective expectations.

## Problem

Legacy betting platforms bake in a house edge that artificially skews odds away from the true probability of events. With centralized operators setting spreads, taking fees, and limiting positions, markets fail to reflect collective intelligence and remain confined mostly to sports gambling rather than real forecasting.

## Market Size

Mexico's gambling market reached \$11.4B in 2024 and is projected to climb to \$40.6B by 2033 (15.71% CAGR). Sports betting makes up 35% of industry revenue, and 63% of online wagers are now tied to real-time events. The Liga MX (the country's football league) alone captures 51% of national wagers, and nearly 4 in 10 Mexicans<sup>47</sup> had bet on sports in 2022, creating a massive addressable base for prediction markets to move past gambling into information markets<sup>48</sup>.

## Fintech 3.0 Upgrade

Event forecasting is transformed by prediction markets, incentive-aligned systems where accuracy is profitable and error is costly, making them one of the most reliable ways to forecast future events. When people bet on outcomes with real stakes, markets aggregate dispersed information into a single, truth-seeking probability.

## Local Early Adopters

No local fintechs have yet adopted prediction market infrastructure at the backend level or offered prediction markets directly to their users. Today, platforms like Polymarket and Kalshi act as global infrastructure players operating in the region, rather than consumer-facing products integrated by local financial apps.

## Structural Advantages

- **Incentive-driven accuracy:** Participants stake capital on their beliefs rewarding correct predictions, creating a self-correcting mechanism that pushes markets toward the most accurate probabilities.
- **News Forecasting:** Prediction markets update instantly as information flows in, often revealing the likely outcome of elections, policy moves, or major events hours or days before headlines catch up.
- **Oracle-secured settlement:** Outcomes are resolved through trusted on-chain oracles, ensuring automatic, tamper-proof payouts and removing any dependence on centralized operators to adjudicate results.
- **Market odds without distortion:** Traditional sportsbooks bake in a hidden tax that pushes odds away from reality. Prediction markets remove this drag entirely, letting prices emerge from information instead of operator economics.
- **Unlimited surface area:** Anything measurable becomes a market, from sports to economic indicators to corporate milestones, expanding forecasting far beyond the narrow scope of today's sportsbooks.

*"Prediction markets are a civilization-scale truth telling machine, but they're also a kind of breadth-first search for the set of interesting and useful financial exposures that society demands (much like YouTube was a breadth-first search on media). We know about elections, sports, economics, weather, etc. But there are many other verticals to be explored and discovered."*<sup>49</sup>



Matt Huang,  
Co-founder and Managing Partner at Paradigm

47) <https://tgmresearch.com/gambling-sports-betting-market-research-in-mexico.html>

48) <https://www.astuteanalytica.com/industry-report/mexico-gambling-market>

49) <https://x.com/matthuang/status/1995882460253503985?s=20>

07

# Successful Fintech 3.0 Case Studies

# Successful Fintech 3.0 Case Studies

The most practical way to understand the use cases and how Fintech 3.0 upgrades financial products is to look at the categories that have already given rise to a new class of competitors. Across Mexico, Latin America, and the world, Crypto Neobanks, Stablecoin Cards, and Native Web3 Wallets are delivering experiences that traditional fintechs simply cannot match.

Crypto Neobanks offer stablecoin accounts with faster transfers and better value preservation than fintech 2.0 savings tools. Stablecoin Cards convert digital dollars into real-world payments in real time, unlocking higher rewards and borderless usability. Native Web3 Wallets merge identity, payments, self-custody, and onchain utilities into a single app, functioning as full financial operating systems.

We focus on these three categories because they represent the clearest low-hanging fruits for traditional neobanks. They already have proven user demand, clear product-market fit, and a superior experience defined by faster settlement, global usability, dollar stability, and programmable capabilities. Yet they remain early enough, and structurally simple enough, that neobanks can integrate their functionalities without rebuilding their entire stack. In other words, the hard part, product validation, has already been done by these emerging competitors; what remains is the distribution advantage that traditional neobanks naturally hold. This combination makes the offerings stemming from these categories some of the most accessible, highest-impact upgrades for any neobank preparing to move into Fintech 3.0.

## Crypto Neobanks

Crypto neobanks are full-stack digital banks built natively on stablecoin rails, offering users a dollarized account traditional experience with the speed and interoperability of the blockchain. They combine everyday finance (savings, payments, cards) with onchain infrastructure to deliver instant settlement, global reach, and protection from local currency volatility.

### Product Features

- **Built-In Digital Asset Trading:** Users can buy and sell digital assets directly inside the app, turning the neobank into a single hub for both traditional money management and onchain assets.
- **Multi-Currency Accounts:** A single account can hold USD stablecoins alongside stablecoins pegged to other fiat currencies, letting users switch currencies instantly and avoid the friction of traditional foreign currency banking
- **Yield-Enabled Savings:** Stablecoin balances automatically earn competitive, onchain-powered yield, giving users inflation protection and returns that traditional neobanks cannot match.
- **Virtual Spending Cards:** Apps issue virtual debit or credit cards linked to the user's balances, enabling global payments with real-time crypto-to-fiat conversion.
- **Instant Global Transfers:** Money moves across borders in seconds via blockchain settlement, slashing remittance costs and eliminating the delays of international correspondent banking.

## Licences

Crypto neobanks operate through lightweight entities and VASP registrations, avoiding banking licenses because they never hold customer funds; users keep all balances in self-custodial stablecoin wallets. Fiat rails, card programs, and cash-in/cash-out pathways are handled through regulated partners, allowing these platforms to comply with AML/KYC requirements while maintaining a lean regulatory footprint.

## Representative Successes



## Proof of Traction

### DolarApp

DolarApp is a USD-stablecoin banking app for Latin America that lets users convert local currencies to USDC, hold digital dollars, send money globally, and spend anywhere with a Mastercard that can settle directly from their onchain balance. It abstracts crypto-rails into a top-of-the-line consumer-grade interface powered by Fintech 3.0 infrastructure beneath the hood.

**\$7.5M+**<sup>50</sup>  
annual revenue  
by late 2024\*

**\$5M**<sup>51</sup>  
seed round lead by Y  
Combinator  
and Kaszek Ventures

**114**<sup>52</sup>  
-person team\*\*

### El Dorado

El Dorado is a P2P-first stablecoin superapp that enables users across 14 Latin American countries to send, receive, and hold digital dollars instantly using USDC and USDT. By anchoring its product around stablecoin P2P transfers, it offers a modern alternative to remittance channels and domestic payment apps.

**70+**<sup>53</sup>  
local payment rails  
integrated for seamless  
on/off-ramps

**4M**<sup>54</sup>  
transactions  
processed by 120,000  
active users

**36**<sup>55</sup>  
-person team

### Kontigo

Kontigo is a borderless USDC neobank that gives users and businesses in 100+ countries access to digital dollar accounts, instant FX conversion, and global money movement. By connecting to dozens of local payment rails and major crypto networks, it delivers a universal, always-on alternative to fragmented international banking.

**\$1B**<sup>56</sup>  
total payment volume  
in less than 12 months

**\$30M**<sup>57</sup>  
in annualized revenue

**10**<sup>58</sup>  
-person team\*\*

**\$20M**  
seed round

## Strategic Takeaway

The success of DolarApp, Kontigo, and El Dorado proves that when neobanks adopt stablecoin rails, the product instantly outperforms traditional fintech in speed, usability, and value preservation. Their revenues and active usage are clear PMF signals that Fintech 3.0 rails, and the new competitors using them, can challenge the old guard and win by delivering a far superior product to the market.

50) <https://getlatka.com/companies/dolarapp.com>  
51) <https://www.crunchbase.com/organization/dolarapp#financials>  
52) <https://www.linkedin.com/company/dolarapp/people/>  
53) <https://eldorado.io/en/>  
54) <https://x.com/guillep2p/status/1899543129088512191?s=20>

55) <https://x.com/guillep2p/status/2000586325301346803?s=20>  
56, 57) <https://www.kontigo.com/es/seedround>  
58) <https://www.linkedin.com/company/kontigolatam/people/>  
\* Figure reported by Getlatka, as DolarApp does not publicly disclose detailed financial or operating metrics.  
\*\* Headcount figures are approximate and derived from each company's public LinkedIn People page.

# Stablecoin Cards

Stablecoin cards are Visa/Mastercard payment cards funded directly by stablecoin balances, allowing users to spend digital dollars anywhere cards are accepted. They bridge onchain assets with real-world payments through instant crypto-to-fiat conversion at checkout, giving users global spending power without touching a bank account.

On the B2C side, these cards are offered directly to consumers, who top them up with stablecoins and then use them like any other debit card. On the B2B side, infrastructure providers like Rain enable other companies to launch their own branded, stablecoin-powered card programs, plugging card issuance and on/off-ramp capabilities via API rather than going directly to end users themselves.

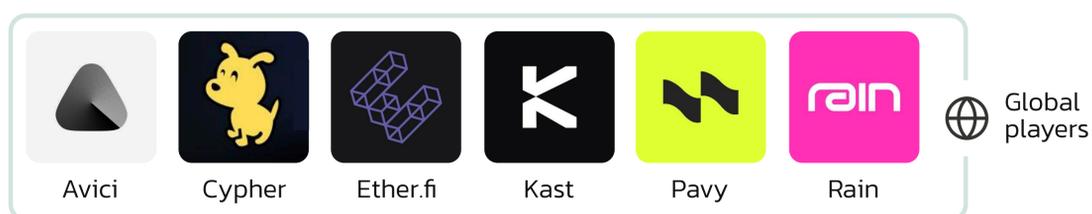
## Product Features

- **Direct Stablecoin Spending:** Users pay directly from their stablecoin balance, with real-time conversion to local currency at checkout.
- **Global Issuance & Acceptance:** Virtual cards are issued in minutes and work anywhere Visa or Mastercard are accepted, immediately compatible with Apple Pay and Google Pay.
- **Multi-Asset Funding:** Cards can be backed by stablecoins or more than 1,000 other digital assets across multiple chains, giving users full flexibility in how they fund spending.
- **Cashback & Rewards:** Offers 1-5% baseline cashback with promotional tiers reaching as high as 15% during partner activations or campaigns.
- **DeFi-Backed Spending:** Users can spend against crypto collateral or yield-bearing deposits, enabling credit-like functionality without selling assets.

## Licences

Stablecoin card platforms typically operate through offshore entities and VASP registrations, avoiding banking licenses because, again, they never hold user funds, balances stay in self-custodial wallets. Custody, card issuance, and fiat settlement are outsourced to licensed partners (banks, EMIs, or processors), enabling global card availability without the burden of country-by-country licensing while still meeting all regulatory obligations.

## Representative Successes



## Proof of Traction

### Kast

KAST is making stablecoin spending mainstream through a polished, fintech-like app. With seamless USD payments and some of the highest cashback rewards in the category, it has become a staple for users looking to preserve value while transacting globally.

**\$10M<sup>59</sup>**

seed round led by HongShan Capital Group and Peak XV Partners

**500K**

users, with 64% WAU engagement<sup>60</sup>

59) <https://www.kast.xyz/blog/kast-secures-us-10-million-seed-round>

60) <https://newsletter.brazilcrypto.io/p/168-how-kast-became-latams-stablecoin>

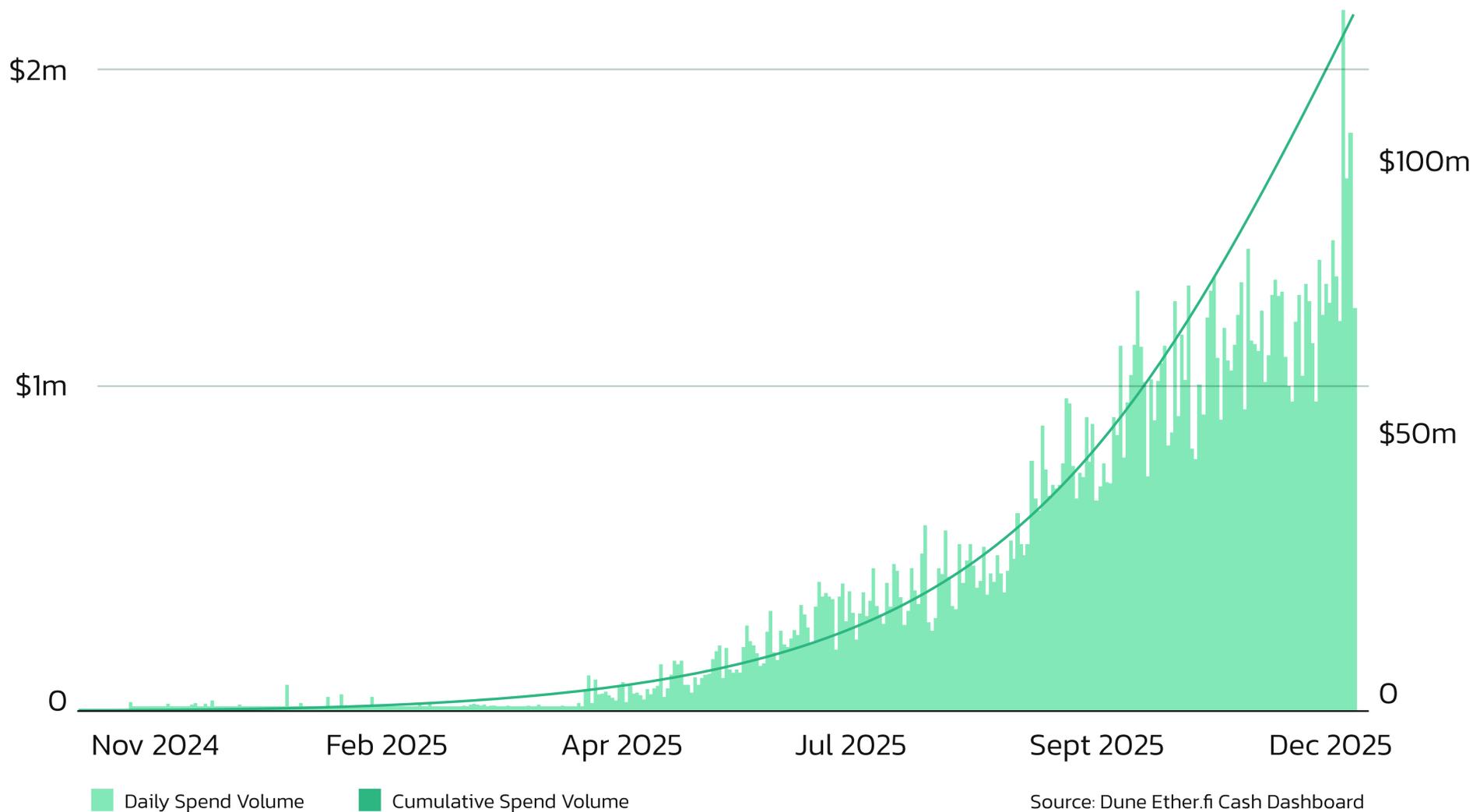
## EtherFi

Originally an ETH liquid-staking platform, EtherFi pivoted into consumer payments by launching a Visa card funded directly by users' staked or deposited crypto. The result is a product that merges DeFi yield with real-world utility, driving rapid traction across its early user base.

**\$135M+**<sup>61</sup>  
total spend volume  
processed in 2025

**\$5M**<sup>62</sup>  
total cashback paid out  
to users

## Ether.fi Cash Historical Spend Volume



## Strategic Takeaway

The breakout success of EtherFi and KAST coincides with stablecoins rising from \$205B to \$307B<sup>63</sup> in 2025 under the tailwind of the GENIUS Act and the U.S. government's push to export U.S. debt by accelerating global stablecoin adoption. Their growth validates that the future of spending is onchain, and because their entire infrastructure is already Fintech 3.0, they will expand far faster and more effectively than traditional fintechs trying to retrofit crypto rails later.

61, 62) [https://dune.com/ether\\_fi/etherfi-cash](https://dune.com/ether_fi/etherfi-cash)  
63) <https://defillama.com/stablecoins>

# Native Web3 Wallets

Native Web3 wallets are consumer-grade apps that merge digital identity, stablecoin accounts, and mini-app ecosystems into a single, user-controlled interface. They enable global, low-cost financial activity without relying on banks or custodians, powered entirely by decentralized infrastructure.

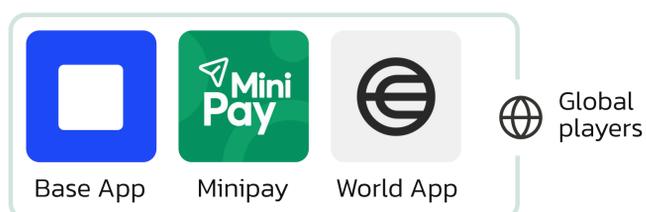
## Product Features

- **Mini-App Ecosystems:** Wallets include built-in marketplaces of mini apps unlocking payments, savings, payments, commerce, entertainment, and more.
- **Integrated Onchain Identity:** Wallets may include social identity features (profiles, handles, messaging) or decentralized credential systems that verify users are a real person.
- **Self-Custody:** Users keep full ownership of their assets at all times, while the wallet handles key management invisibly through familiar authentication flows.
- **In-App Digital Asset Trading:** Built-in swapping lets users move between assets without leaving the app, powered by direct access to decentralized exchanges.
- **Yield Through Mini-Apps:** Earning opportunities come from mini-apps that plug into DeFi protocols, allowing users to access high-yield savings.

## Licences

Non-custodial wallets generally fall outside financial licensing requirements because they don't custody user funds or execute regulated transactions themselves. Whenever fiat conversion, card settlement, or KYC is required, those steps are performed by licensed partners through integrated APIs.

## Representative Successes



## Proof of Traction

### World App

World App is the primary wallet for World, a project co-founded by [Sam Altman](#) to build a global financial and identity network centered around World ID, a decentralized proof-of-personhood system. By combining stablecoin accounts, a mini-app marketplace, and a universal digital identity, World App has become one of the fastest-growing consumer applications in the industry, positioning proof-of-humanity as critical infrastructure in a world increasingly shaped by AI.

**37M**<sup>64</sup>  
registered World App users

**1.7M**<sup>65</sup>  
daily wallet transactions

64, 65) <https://world.org/>



## MiniPay

MiniPay functions as a lightweight, self-custodial dollar wallet embedded inside Opera Mini and available as a standalone mobile app, with a primary focus on African markets. It replaces seed phrases with simple phone-based onboarding and includes a mini-app ecosystem that enables a wide range of everyday financial interactions within a single, accessible interface.

10M<sup>66</sup>  
activated wallets

300M+<sup>67</sup>  
total transactions

## Strategic Takeaway

Native Web3 wallets, just like Crypto Neobanks and Stablecoin Cards, aren't limited to Mexico because their crypto-native infrastructure lets them scale globally from day one. The millions of users and massive daily transaction flows they've already achieved prove the simple truth that people gravitate to well-built apps where they can do everything in one place, and mini-app ecosystems are redefining what a financial app can be.

Native Web3 wallets don't make sense as purely local products because they are global by design. At the protocol level, blockchains are borderless: the same wallet can hold assets, sign transactions, and interact with applications anywhere in the world without changing infrastructure, so trying to localize a native wallet by country fragments what is fundamentally a universal interface to global networks. While compliance, fiat on/off-ramps, language, and UX should be adapted locally, the core wallet logic (keys, addresses, and network access) runs on shared global standards, which means these wallets naturally scale as global products, with localization happening at the edges rather than at the core.

<sup>66, 67</sup> <https://minipay.to/>

08

# Where the Market is Heading

# Successful Fintech 3.0 Case Studies

The direction of Mexico's financial ecosystem becomes clear when the insights from the previous sections are viewed together.

The Inevitable Shift established that the core technology of Fintech 3.0 is fully mature, capable of delivering instant settlement, global reach, and programmable finance today. The **Market Landscape** demonstrated that the country has the scale, digital adoption, and institutional openness required for these rails to take hold quickly. The **Use Cases Impacted by Fintech 3.0** identified where these rails will create the biggest product improvements. And the **Successful Fintech 3.0 Case Studies** proved that users are already choosing Fintech 3.0 products because they offer faster, more interoperable, and fundamentally better financial experiences. Taken together, these signals point toward an industry that is beginning to reorganize around modern infrastructure. Today, roughly ten percent of Mexican fintechs have already incorporated crypto-based components into their products, while the remaining ninety percent continue to operate entirely on legacy rails.

From this split, three distinct categories of competitors emerge: traditional Fintech 2.0 players, fintechs beginning to integrate Fintech 3.0 rails, and crypto-native companies built on these rails from inception. With the shift already in motion and these groups now clearly defined, one question naturally arises for anyone who sees themselves reflected in any of these three categories:

## Who is positioned to win as the transition accelerates?

### A Look at the Most Influential Players

Answering that question requires a closer look at the market's most influential players. In most financial markets, industry direction is strongly influenced by companies with the broadest user bases, strongest balance sheets, and strategic conviction to adopt new rails early. Their moves do not determine the entire future, as disruptors always matter, such is the case here, but they do set expectations, shape user behavior, and push the adoption of whatever proves to work.

To understand where Mexico is truly heading, we must examine what the top competitors are doing now, because their collective thinking power and financial resources may determine which innovations become industry norms.

## Nubank

Nubank, Latin America's largest digital bank with over 123M<sup>68</sup> customers and Brazil's most valuable company, is taking some of the region's most significant steps toward a Fintech 3.0 future. Its recent actions signal a strategic shift in which crypto-native infrastructure becomes a core pillar of its product roadmap.

In early 2025, Nubank applied for a U.S. banking license with the Office of the Comptroller of the Currency (OCC), a move that would allow it to operate as a regulated bank in the United States. If approved, Nubank would be able to offer deposit accounts, credit products, and digital asset custody services in the U.S. market. This regulatory foothold opens the door for Nubank to connect its Latin American user base with dollar-denominated financial services and to begin integrating onchain settlement and asset custody into a fully compliant banking framework. Nubank also announced that it is testing stablecoin settlement for credit card transactions, a step that could reduce processing times and expand the geographic reach of its payments network. To lead its crypto initiatives, Nubank hired Michael Rihani, former Product Director at Coinbase, as Head of Crypto, underscoring the seriousness of its long-term commitment.

These moves build on earlier efforts such as in-app crypto trading and Nucoin, a Polygon-based loyalty token. But taken together, they now form a cohesive strategy. Nubank is preparing its infrastructure for a financial system where instant settlement, global liquidity, and programmable money become the default expectations of users across the region.

We previously explored this strategic direction in a Frontera essay titled *If We Ran Nubank's Crypto Team* where we outlined how Nubank could extend its leadership position by leaning even further into blockchain rails. While Nubank is already executing strongly across multiple fronts, the essay framed what full capitalization on these global trends could look like if the company chose to push even more aggressively into a Fintech 3.0 future.

68) <https://frontera.beehiiv.com/p/if-we-ran-nubanks-crypto-team>

69, 70) [https://blog.bitso.com/wp-content/uploads/2025/08/INFORME\\_BITSO2025\\_ENG\\_FINAL.pdf](https://blog.bitso.com/wp-content/uploads/2025/08/INFORME_BITSO2025_ENG_FINAL.pdf)

71, 72) <https://business.bitso.com/en/blog/stablecoin-liquidity-via-pix-spei-in-brazil-mexico>

## Bitso

Bitso, Latin America's largest crypto exchange, is rapidly pushing beyond its origins to evolve into a full Fintech 3.0 operating system. With more than 9M<sup>69</sup> retail users and over 1,900<sup>70</sup> institutional clients, it has become one of the region's most influential financial players, and a clear example of how crypto-native companies can use modern rails to expand well outside their initial product category.

On the retail side, Bitso recently introduced U.S. stocks to its product offering, allowing Mexican users to invest in more than 5,000 stocks and ETFs with as little as 20 pesos, available 24/7 with immediate settlement. This brings equities into everyday financial life and lets users manage crypto, stablecoins, and global markets inside a single app.

At the enterprise level, Bitso Business has become one of the region's most advanced stablecoin-powered payment platforms. In 2024, it processed over \$12B<sup>71</sup> in transactions and handled more than 10%<sup>72</sup> (\$6.5B) of all U.S.-Mexico remittances, demonstrating the scale of stablecoin utility in real-world financial flows. The platform enables cross-border transfers, local payouts, treasury operations, and trading, leveraging deep stablecoin liquidity alongside integrations with local rails such as SPEI and PIX. This combination allows companies to move value across Latin America using onchain speed and cost-efficiency, while settling in local currencies through regulated domestic systems.

Together, these capabilities illustrate how Fintech 3.0 is beginning to erode the limits of legacy infrastructure. Bitso's dual approach shows how blockchain rails can increasingly capture use cases that once belonged exclusively to traditional infrastructure.

## Revolut

Revolut, Europe's leading neobank with more than 65M<sup>73</sup> users, is included here because it is preparing to enter Mexico as one of the most structurally prepared Fintech 3.0 challengers the country has ever seen. The company recently received final authorization from the CNBV and Banxico to operate as a fully licensed bank in Mexico, positioning it to compete directly with the country's fintech ecosystem from day one.

Globally, Revolut has already built one of the most advanced crypto-enabled financial platforms in the world. Through its recent integration with Polygon, the company now serves 14M crypto users across 38 countries and has processed more than \$690M in volume on the network<sup>74</sup>. This integration also powers a deeply unified crypto product suite that includes zero-fee stablecoin payments, real-time cross-border transfers, digital asset trading, a crypto card, staking products, and seamless off-ramps into fiat, all delivered inside the core Revolut app without exposing users to any technical complexity.

Revolut is also exploring the launch of its own stablecoin, a move that would give the bank the long yearned crypto liquidity, lower settlement costs, new revenue streams, and quite literally full control over its financial infrastructure<sup>75</sup>.

All of this makes Revolut's pending entry into Mexico uniquely important, marking a global institution's endorsement of both the country's strategic potential and the inevitable move toward Fintech 3.0 rails.

## DolarApp

DolarApp is one of the disruptors actively shaping where the market is heading, a neobank built as a fully Fintech 3.0 product from inception. Even though it already appeared in the **Successful Fintech 3.0 Case Studies** section under Crypto Neobanks, it deserves a deeper examination here because of its revolutionary simplicity and its ability to fully abstract the complexity of its crypto rails.

Founded by a former Revolut team, including Fernando Terrés (ex Head of Crypto P&L), Álvaro Correa (ex Head of Premium P&L), and Zach Graham (Senior Product Owner, Crypto), DolarApp has grown to more than 1M<sup>76</sup> users across Mexico, Colombia, Brazil, and Argentina. The product revolves around a dollar-based account powered by USDC, converting local currency into digital dollars in seconds and enabling spending anywhere with a global Mastercard. The app also integrates a full U.S. brokerage account, allowing users to invest in more than 11,000 stocks and ETFs directly from their dollar balance with immediate settlement.

This move mirrors a broader convergence already underway. Crypto-native companies like DolarApp and Bitso, as seen above, are expanding into traditional products, meeting users where demand already exists. The natural next step runs in the opposite direction: traditional fintechs moving toward Fintech 3.0 features. What makes this convergence possible is the underlying Fintech 3.0 infrastructure, which allows these products to be delivered instantly, globally, and in the simple, unified way users now expect. As these rails mature, the distinction between "crypto" and "traditional" finance fades, leaving only better financial experiences.

On the tech side, despite being powered entirely by stablecoins, crypto is never presented as a selling point. Users need zero crypto knowledge to use the product, and the word "crypto" appears only twice in visual form on the company's official website. What customers experience is a better financial product with instant dollar access and frictionless investing across borders.

DolarApp's rapid adoption and the strong loyalty it has earned among locals illustrate how a Fintech 3.0 approach can achieve a level of product love that legacy systems cannot compete with.

73) <https://www.revolut.com/es-MX/>

74) <https://x.com/OxPolygon/status/1990813289748836853?s=20>

75) <https://decrypt.co/326074/neobank-revolut-launching-stablecoin>

76) [https://www.linkedin.com/posts/dolarapp\\_dolarapp-the-best-way-to-invest-in-the-us-activity-7368705220219932675-IV34](https://www.linkedin.com/posts/dolarapp_dolarapp-the-best-way-to-invest-in-the-us-activity-7368705220219932675-IV34)

## Who Will Win?

The actions of the market's most influential players reveal that the shift to Fintech 3.0 is far from hypothetical. Nubank, Bitso, Revolut, and DolarApp are already reorganizing their infrastructure around onchain rails to future-proof their business models because they understand where the market is heading and what will be required to compete in it. Their strategies reveal the standards that every other fintech company will eventually be measured against. Those signals also clarify what the transition means for the three categories of competitors introduced earlier moving forward.

Traditional Fintech 2.0 players are the most at risk. Their products remain tied to legacy architectures that were not designed for the integrated, high-velocity financial experiences users are beginning to adopt. As customers migrate toward platforms that combine payments, savings, investments, and global money movement inside a single app, these incumbents will struggle to match the breadth and fluidity of Fintech 3.0 products. Without a structural overhaul of their underlying infrastructure, they will fade into oblivion.

Fintech 2.0 players that begin integrating Fintech 3.0 rails are positioned more favorably. They already have scale, distribution, brand trust, and regulatory maturity, elements that typically take crypto-native teams years to build. These advantages give them a strong base to win significant market share as the shift accelerates. But they also face a critical constraint, as the names suggest, they are not crypto-native. Their organizations lack the deep industry expertise required to build reliable, scalable, and most importantly, useful, crypto-enabled products. Their execution risk remains high without the right partners

Fintech 3.0-native companies sit at the other end of the spectrum. They have spent years building in an unforgiving environment where all of the product features described in the report are the default building blocks. Competing in that arena forces teams to innovate faster, ship leaner, and solve problems at a level of complexity most fintechs never encounter. This pressure gives them a profound technical and product edge. But crypto-native teams lack what their traditional counterparts possess: distribution, trust, and the regulatory positioning needed to serve the masses. Users trust fintechs with their salaries, their savings, their investments, and the remittances their families depend on. They trust these companies with their lives. And that trust is hard-earned, crypto-native teams still face an uphill battle to secure it at scale even when their technology is superior.

Taken together, these dynamics leave two variables as the true determinants of who will win. What ultimately separates the winners from the rest will be execution and timing. The technology is ready, the market is receptive, and the industry has shown openness to collaboration. This gives traditional fintechs wanting to bridge into Fintech 3.0 an inherent advantage, because collaboration with crypto-native infrastructure specialists eliminates their execution risk and fills the knowledge gap needed to operate confidently in Fintech 3.0. With the right partners, they can combine scale with technical excellence.

Yet crypto-native teams should never be overlooked. As described in the Frontera essay *When Our Messiah Was Only a Dream*, a piece that compares crypto's future to Frank Herbert's *Dune*, these builders emerged from environments defined by constraint and uncertainty:

*"Crypto natives are the Fremen of this new world: resourceful, relentless, and molded by scarcity. We learned to build from nothing, to ship with no funding, to do magic with limited tools and infinite conviction. Against all odds, the desert made us strong. May thy knife chip and shatter."*<sup>77</sup>

77) <https://frontera.beehiiv.com/p/when-our-messiah-was-only-a-dream>

Both true conviction and hard-earned experience is what allows crypto-native startups to challenge much larger players despite having fewer resources.

In the end, the winners will be those who pair distribution and trust with technical capability and rapid execution. The leaders may be visible today, but the race remains wide open. What becomes clear is that the strongest path forward lies in bringing together the scale of established fintechs with the depth and intuition of crypto-native builders, creating combinations capable of defining the next generation of financial products.

## Our Predictions

As this new competitive landscape takes shape, the coming period will bring some of the most significant shifts Mexico's financial system has ever seen. These are our predictions for how the next five years of Fintech 3.0 will unfold, based on the signals already visible across the market and the direction of innovation.

### 1. Stock and crypto investing will become commodity features for every neobank.

The era of separate banking and trading apps will end as users grow accustomed to managing deposits, crypto, and U.S. equities in one place. Following the path already set by Bitso and DolarApp, every digital bank will adopt integrated investing as a baseline expectation. The competitive edge will no longer be whether a fintech offers stocks and crypto, but how seamlessly these capabilities are delivered within a unified financial experience.

### 2. Over 70% of U.S.-Mexico remittances will move through stablecoins.

Stablecoins will become the dominant rail for the \$64.7B U.S.-Mexico remittance corridor as senders and receivers shift toward faster, cheaper, always-on transfers. Bitso already handles more than 10% of the corridor, demonstrating both demand and scale. Traditional players are beginning to adapt as well, highlighted by Western Union launching its USDPT stablecoin on Solana to modernize its payout infrastructure. As stablecoin rails integrate into mainstream apps, families will receive transfers in seconds instead of days and remittance fees that often reach 6% today will fall sharply. Within a few years, most remittances into Mexico will move over blockchain rails even if users never realize they are interacting with crypto.

### 3. Mexico's largest betting company will run on prediction market infrastructure.

Prediction markets will power the back-end engine of a major betting operator in Mexico, handling odds, liquidity, and payouts through transparent onchain mechanisms. As decentralized prediction protocols mature, their liquidity and accuracy will make them attractive not only to sportsbooks seeking efficient and trustless settlement, but also to users who benefit from fairer, market-driven odds. Bettors may never realize that smart contracts sit underneath the interface, yet the core mechanics of the country's biggest betting platform will soon be running on them.

## 4. MXN-backed stablecoins will grow 300x as domestic adoption accelerates.

The entire MXN stablecoin market is only about \$3M\* today, represented mainly by Bitso's MXNB, Tether's MXNT, and Etherfuse's MXNe, none of which even appear on crypto analytics platforms such as DeFiLlama or Artemis. As fintechs begin using digital pesos for settlement, liquidity movement, treasury management, merchant flows, and onchain FX, demand will scale rapidly. What is now an invisible corner of the market will evolve into a foundational layer of Mexico's financial infrastructure, pushing MXN stablecoins toward a 300x increase over the next five years.

## 5. Half of Mexican fintechs will operate on Fintech 3.0 rails.

Today, roughly 10% of Mexican fintechs use crypto infrastructure in some capacity, but as the use cases outlined in this report mature, the shift toward Fintech 3.0 rails will accelerate. Within the next five years, at least 50% of local fintechs will either build these capabilities natively or integrate them through specialized infrastructure partners that abstract regulatory and technical complexity. This transition will fundamentally reshape competition in the market, as Fintech 3.0-enabled products begin to outperform legacy offerings, forcing even the largest incumbents, including Nubank, to adapt or risk losing relevance.

\* Estimated using publicly available data on MXNB reserves, Tether's disclosed MXNT reserves, and the circulating market capitalization of MXNe.

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# How Bando Can Help

# How Bando Can Help

As shown in [Where the Market Is Heading](#), the companies best positioned to win are those that can match their scale and consumer trust with the Fintech 3.0 expertise needed to build on modern rails right now. No single category of players hold both strengths today, which is why collaboration becomes the most powerful strategy.

## This is exactly where Bando comes in.

Bando is the infrastructure layer that lets fintechs become Fintech 3.0 players without rebuilding their entire stack. Through a single plug-and-play API, we enable companies to launch crypto-powered products while abstracting all blockchain complexity behind the scenes. Our platform handles wallets, compliance, and blockchain integrations under one unified interface, allowing fintechs to ship modern products quickly and safely. This approach eliminates the costly misexecution and trial-and-error that comes from building without Fintech 3.0 experience, and prevents teams from spending millions deploying isolated innovation efforts that demand infrastructure from scratch.

Beyond speed and cost efficiency, working with Bando gives fintechs strategic advantages that are increasingly essential in the Fintech 3.0 landscape.

1. We help teams sequence their product roadmap and avoid vendor sprawl, while ensuring each new feature fits their regulatory and operational reality.
2. Instead of navigating a new technical domain alone, fintechs gain an execution partner who has already solved the hardest parts of building with blockchain-based tech.
3. Our API unlocks new revenue lines, accelerates time-to-market, and reduces operational risk, so our partners can focus on growth, trust, and distribution.

Bando is led by a team that has already built together inside one of the most important financial institutions in Latin America. The founding team met at Bitso, where they worked side by side as Head of Crypto, DevOps Engineer, and Product Manager, shaping core infrastructure at regional scale. Their decade of industry experience is complemented by five years of building Espacio Cripto, the region's largest crypto media company, which has given them deep ties across the fintech and crypto ecosystems, front-row seats to the challenges and opportunities facing modern financial companies, and direct insights into the needs of their audience. This foundation is what allows Bando to guide fintechs confidently into Fintech 3.0.

# What You Can Build With Bando

With the inevitable shift to Fintech 3.0 looming down upon us, Bando makes it possible for fintechs to upgrade their product offering immediately. Instead of taking on the heavy lift of rebuilding infrastructure internally, companies can unlock a full suite of next-generation financial products that transform a simple app into a complete money operating system through rails that have already been battle-tested and designed for scale. The following products can be integrated today through our API:

## Tokenized Bonds

Tokenized bonds allow a fintech to offer CETES, U.S. T-Bills, and other sovereign debt instruments directly inside its app, giving users access to real, low-risk yield rather than the volatile, illiquid, and promotional returns common in today's fintech apps. Deposits are allocated into digital representations of government bonds, preserving liquidity while anchoring savings in globally trusted assets. For the platform, tokenization removes regulatory complexity, enabling a seamless investment experience that strengthens the product's value proposition and increases the share of user balances held on the platform.

## Dollar Accounts with Yield

Dollar accounts give users direct access to USD and other major currencies through stablecoins, something that has historically been out of reach for most consumers in emerging markets. A balance held in digital dollars preserves value, works like a normal account, and can generate yield through secure onchain mechanisms. For fintechs, this unlocks one of the most requested features in the region without the complexity of running FX desks or specialized treasury infrastructure. The result is a simple, durable product that enhances the user experience while unlocking a sustainable revenue stream from the spread between onchain USD yields and the rate offered to customers.

## Tokenized Stocks

Tokenized stocks open the door to global equity markets through digital representations of real shares that can be bought in small amounts and settle instantly. Through Bando, fintechs can offer these assets directly in their app without becoming brokers themselves, since tokenization abstracts the regulatory and operational burdens behind a compliant onchain layer. This lets users manage spending, saving, and investing in a single place, an experience that dramatically simplifies their financial life and keeps them engaged far more consistently than fragmented, multi-app journeys.

## Digital Asset Investments

Digital asset investing brings crypto exposure into a familiar interface by abstracting wallets, signatures, transaction fees, and custody into a seamless flow. Users can buy and hold digital assets without ever exposing the blockchain, while the fintech gains a high-engagement vertical that will become standard in modern financial apps and can be monetized through trading fees. More importantly, it gives companies a strategic foothold in the fastest-growing fintech category, positioning them ahead of competitors still limited to traditional products.

## Prediction Markets

Prediction markets can be embedded where users express views on sports, politics, markets, and cultural events from inside the same place they manage their finances. As fintechs evolve into multi-product superapps, this kind of built-in participation layer becomes an easy way to deepen engagement, increase session frequency, and keep the entire user experience unified and intuitive.

## Native Stablecoin

A native stablecoin provides a 1:1 digital representation of fiat that users can spend, move, or hold with the immediacy of onchain rails but the familiarity of a traditional balance. Real-time minting and redemption ensure stability, while onchain settlement introduces a level of automation and reliability that traditional payment methods cannot match. It essentially becomes the backbone of a programmable payment stack, lowering operating costs, enabling the underlying reserves to earn yield through tokenized CETES or U.S. T-Bills, and creating space for new financial products to emerge around the app's core currency.

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## Evolve Into Fintech 3.0

# Evolve Into Fintech 3.0

**The Inevitable Shift** toward Fintech 3.0 marks a structural realignment in how value will be created in Mexico's next wave of financial innovation. Yet what this transformation unlocks, through upgrades across the five use cases outlined in this report, and what it demands, including flawless execution, precise timing, and deep crypto-native expertise, look entirely different depending on whether you're deploying capital, building products, or scaling an established fintech.

## Investor Outlook: Where Capital Should Go Next

For investors, the combination of the **Market Landscape** and **Use Cases Impacted by Fintech 3.0** reveal a region on the verge of a change. Mexico's digitally native population is already proving its willingness to adopt modern financial products, as shown throughout **Successful Fintech 3.0 Case Studies**, and crypto is positioned to become the fastest-growing category within that evolution.

At the same time, venture capital flows show a rare dissociation where Mexico's conditions are unusually favorable, yet local VCs remain largely absent from the very opportunities emerging in their own market. This misalignment creates an opening for international investors looking to deploy capital into the country. And if the question is where to start, the five use cases outlined in this report highlight the verticals poised to scale fastest, areas with asymmetric technological upside and a collaborative ecosystem where breakout companies will either be acquired or rapidly integrated through partnerships.

## Opportunities for Crypto-Native Builders: How to Win and Execute

For crypto-native operators, the clearest opportunities emerge directly from the use cases and case studies. The verticals outlined in **Use Cases Impacted by Fintech 3.0** represent the highest-leverage entry points for founders who understand the mechanics of crypto-enabled product design.

Meanwhile, the execution patterns highlighted in **Successful Fintech 3.0 Case Studies** show exactly how to navigate regulation, ecosystem dynamics, and product sequencing in the current market. For builders accustomed to onchain environments, Mexico's Fintech 3.0 transition is shaping up to be one of the most compelling growth opportunities in Latin America, whether by expanding existing operations or launching entirely new products.

# The Fintech 3.0 Mandate for Established Fintechs

For fintech 2.0 leaders, the direction is even more explicit. Throughout the report, [The Inevitable Shift](#), [Market Landscape](#), [Use Cases Impacted by Fintech 3.0](#), and [Where the Market Is Heading](#) converge on two variables that will ultimately determine who wins: execution and timing. The window to modernize is open now, and the cost of waiting grows every quarter as competitors integrate Fintech 3.0 rails and reshape user expectations. This is where [How Bando Can Help](#) becomes most relevant: accelerating execution, reducing technical and regulatory risk, and enabling fintechs to evolve without the burdens of rebuilding their core systems and potentially losing millions.

## The Great Platform Shift

Bando exists so companies can evolve into Fintech 3.0 today. Whether you're exploring what Fintech 3.0 can unlock for your roadmap, looking to strengthen your product strategy with crypto-native infrastructure, or ready to integrate any of the six features offered by Bando, our team can accelerate your path forward. Mexico is primed for a technological platform shift, and the companies that move first will define the standards everyone else follows, and win. If you're ready to start your evolution, [talk to us here](#).

Win and help win 🙋



# Enabling the **Fintech 3.0** platform shift in frontier markets

## About Bando

Bando enables fintechs to evolve into Fintech 3.0. Through a single plug & play API, we allow companies to integrate Fintech 3.0 products such as stablecoin accounts, sustainable yield, tokenized bonds, and other digital assets while ensuring full regulatory clarity and abstracting blockchain complexity.

Founded by the team behind Bitso's crypto strategy and Espacio Cripto, Bando combines deep expertise in crypto, fintech, and emerging markets to bridge the gap between traditional finance and the new onchain economy. Our mission is to help fintechs upgrade their infrastructure, ship faster, and stay competitive as finance transitions to blockchain rails.

## Get In Touch

[Talk to the founders](#)

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