

## DEVELOPMENT OF FINTECH STARTUPS IN POLAND

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### **Abstract:**

The modern world is observing a progressive revolution in the world of finance. Entities creating new business models based on financial innovations (FinTech) completely redefine the way in which consumers' needs in the sphere of financial services are realized. Traditional institutions must introduce new solutions to preserve their competitive position on the market. New technology companies are often startups looking for various diversified sources of financing. The state's policy favors their development. However, creating a proper business model requires learning about, among others, consumer needs. This article presents the concept and preliminary results of consumer preferences research regarding the characteristics of potential products of FinTech entities.

*Keywords: FinTech, financial innovation, startup, business model*