

REVOLUT

The logo for Revolut, featuring the word "Revolut" in a bold, blue, rounded font with a white outline.

[Revolut](#) launched in July 2015 in London. Founded by two former Credit Suisse employees (Nikolay Storonsky, CEO, an equity derivatives trader, and Vlad Yatsenko, CTO, an infrastructure

engineer), it has quickly become the leading challenger bank in Europe. Operating in over 25 countries, it has just surpassed the 1 million client mark.

[Revolut](#) was created with a punchy mission: to turn the financial banking sector on its head. With Revolut, users can set up an app-based current account in 60 seconds, spend abroad in over 120 currencies with no fees, hold and exchange 26 currencies in-app and [send free domestic and international money transfers](#) with the real exchange rate ([interbank rate](#) - cheaper than that provided by any bank or any financial services provider).

In just two years, Revolut has signed up over 1 million clients across Europe (without any marketing investment) and processed 45 million transactions with a total volume transaction of \$6 billion to date. [Revolut has raised a total of \\$90m](#) from some of the most notable investors including Index Ventures, Ribbit Capital and Balderton Capital.

As recently as July 2017, Revolut raised its Series B round (c. \$70m). The use of funds for this round are twofold:

Continued investment in product development (historically, their biggest competitive advantage and factor contributing to rapid adoption has come from their easy-to-use, intuitive, holistic and innovative mobile app) - including features like cryptocurrencies (buying, holding and exchanging Bitcoin, Ethereum and Litecoin), automated investment tools (roboadvisor), Apple/Android pay integration, etc.

International expansion. Phase 1 is currently underway and includes countries like France, Germany, Baltics and Spain. In these countries, Revolut has managed to reach a relevant critical mass and are now looking to aggressively boost their growth with local teams in place. Phase 2 includes expansion to countries such as the USA, Hong Kong, Singapore, Australia, UAE, Canada, New Zealand and more.

In [Spain](#), Revolut currently has 35,000 clients and is adding 3,000-4,000 clients per month. Their goal for 2018 is to reach the 200,000 user mark. Historically, their early adopters have fallen into 3 categories in Spain (similar to other countries): i) young professionals who travel a lot and have decent financial know-how; ii) people in the tech sector who are up to speed regarding fintech and startups; iii) students/digital natives, particularly those who go study abroad or who have never been exposed to a bank and just want a fee-free experience and an intuitive and simple UX.

As the company pursues its quest for hyper growth and looks to reach mass market in Spain, there will come a point where they will need to compete head on with banks and aim to attract people (and businesses) who are accustomed to dealing with traditional banking providers - and oftentimes unhappy with services offered - who still don't know or haven't heard of them.

Thus, one of the goals of their strategy in Spain in the next 6 months will be to position a product and brand for the masses.

Questions / Discussion Topics:

- From a brand positioning perspective, how should Revolut think about expanding beyond an early-adopter, yet relevant player to the real digital banking alternative to traditional banks in Spain?
- What are some of the innovative and practical ways (from a product and marketing standpoint) in which it could reach mass market?

Please include any links you used or found relevant for your answer. Feel free to use any information on the web, and access it via your laptop or smartphone. You will have approximately 80 minutes to work on your document. Feel free to answer the questions separately, or to group them together into one essay. Please be specific and direct, as if you were talking to Revolut's management.

As soon as you finish (max. 2 pages), please submit it using the Assignments tab in the Campus.