

# STRATEGIC PAYMENTS BLUEPRINT™

A framework to help financial institutions modernize with confidence

## SEND™ SIGNATURE PROGRAM

Monetize Your Instant Payments Investment in 6–8 Weeks



Turn passive real-time rails into revenue-ready products - before your competitors do.

Many institutions go live on RTP® or FedNow® - but without monetizable Send-side products, they struggle to show ROI.

**SEND™ is a fixed-duration, expert-led sprint to prioritize use cases, model ROI, and create a go-to-market roadmap for monetizing instant payments.**

Whether you're live on RTP, FedNow, or another real-time rail, we help you define a revenue-ready strategy for Send-side success—in just 6–8 weeks.



### SOLUTION: SEND™ BY FINTECH CONSULTING

SEND™ is a 6–8 week, fixed-duration accelerator designed to help you:

- Define and prioritize high-impact **Send-side use cases**
- Build **monetizable** products on top of your existing real-time rails
- Create an execution-ready **go-to-market and launch roadmap**

**In just two months**, we guide your institution from “What now?” to “Let’s launch”—with clarity, speed, and purpose.

### SEND™ FRAMEWORK

**Strategize | Explore | Narrow | Design**

Each phase builds toward your institution’s unique growth plan.

### WHAT YOU GET

- **Board-Ready Opportunity Snapshot:** Your instant payments landscape, readiness, and goals
- **Customized Use Case Inventory:** 40+ opportunities for revenue impact
- **Monetization Briefs:** Clear business case, investment needs, and ROI models
- **High-level Roadmap:** Your launch plan with timeline, ownership, and GTM strategy

### 40+ USE CASES ACROSS SMBS, CORPORATES, CONSUMERS, INTERNAL OPS, AND FINTECH PARTNERSHIPS

- Instant Payroll for SMBs
- Request for Pay for Bill Collections
- Real-time Loan Disbursements
- Wallet Funding & Claim Payouts
- Interbank & FinTech Settlements

### WHY CLIENTS CHOOSE SEND™

- ✓ **Fast:** Results in 6–8 weeks, not quarters
- ✓ **Actionable:** Go beyond strategy decks—gain a go-to-market roadmap you can execute with confidence
- ✓ **Monetizable:** Every use case is vetted for revenue and ROI
- ✓ **Expert-Led:** Personally led by Marcia Klingensmith, the Instant Payments Maven™
- ✓ **Tailored:** No cookie-cutter playbooks—your institution, your plan

### WHY FINANCIAL INSTITUTIONS TRUST FINTECH CONSULTING

- **Led by the Instant Payments Maven:** Marcia Klingensmith, a recognized expert in payments innovation, with **20+ years of experience** at Bank of America, Wells Fargo, Visa, and FIS Global.
- **Proven Track Record:** At FIS, she led product efforts that generated **\$13.8M+** in pipeline contract value from banks adopting real-time payments.
- **Technology-Agnostic & Client-Focused:** FinTech Consulting tailors strategies to your needs—not to vendor agendas.

### Get a Board-Ready Monetization Plan in Just 6-8 weeks

Contact **Marcia Klingensmith**, the **Instant Payments Maven™**, to unlock your instant payments potential.

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