

LIFESTYLE AND VALUES BANKING REPORT

LGBTQ+ Banking Solutions

The LGBT community is a significant societal minority with a strong identity and specific financial needs that derive from a history of facing prejudice and discrimination, which in many respects continues today unabated. We sought to understand what moves are afoot in fintech to address these needs whilst also building business viability.

“From the age of 14 to the day we retire we need specialist advice, specialist products, specialist support and these things just don't exist”
Rob Curtis, CEO Daylight

Watch the full interview here:

The LGBT community has yet to realise its monetary strength

DAYLIGHT

Improving
LGBT financial
well-being

SUPERBIA

A LGBT
financial
marketplace

PRIDE BANK

First LGBT
bank to launch
in the world

BUNQ

First European
issuer to launch
True Name

30 MILLION

LGBT consumers in
North America

40%

of LGBT young adults
will be rejected by their
family and no longer
able to rely on

53%

of LGBT people
struggle to save

LGBT community
in North America has
a GDP of
\$1 TRILLION
bigger than the GDP
of Mexico

“An inspiring and uncompromising vision to support the financial affairs of the LGBT community that will provide a model to others seeking to harness purchasing power to normalise progressive values and identities and the needs of under-represented groups around the world”

Josh Berle, Director Business
Development Mastercard
and Project Inclusion chair

