

September 2011 - Launch



**MOBEYFORUM AMERICAS**  
**ROUNDTABLE**

# Proposal to the Board – May 2011

1. Create a roundtable for the Americas , led by banks, of financial institutions and their partners providing mobile financial services under the umbrella of **MobeyForum Americas**
2. Create localized events, content, and advisory leadership without deviating MobeyForum from its European origins and mission
3. Develop a model, over time, for regional groups that MobeyForum can replicate in other global regions (Asia, Middle East, Africa, etc.)

# Comparison

## MobeyForum Americas will:

- Enable North American players to gain access and contribute to MobeyForum's content and network
- Reduce the barriers for participation
- Broaden MobeyForum's talent base and network
- Extend MobeyForum's reach with related industry groups in North America

## MobeyForum Americas will not:

- Shift MobeyForum to a North American (or U.S.) focus
- Create a new legal entity or staff
- Compete with MobeyForum
- Compete with other industry groups
- Act independently from MobeyForum's board of directors

# Timeline

2011

Kick-off at  
September  
MobeyForum  
Meeting  
in New York

Invite participants  
from  
U.S. and Canadian  
banks, networks,  
and MNOs

No cost to attend  
first meeting in  
New York  
September 28-29

2012

Two roundtable  
meetings plus  
regular MF  
meetings

Form Advisory  
group of 3 officers:  
Chair, Vice-Chair,  
and Membership,  
+MF board chair  
and Exec Director

Participants gain  
access to online  
content,  
workgroups, and  
task forces

Future  
years

Graduate  
roundtable  
participants into  
associate and full  
members

Advise other  
regions on their  
formation of MF  
Roundtables

Continue with  
regular regional  
meetings

Possible  
outcomes

If size and scope  
grow sufficiently,  
organize a  
North American  
regional director  
and staff

Alternatively, if the  
roundtable peaked  
and is in decline,  
dissolve the group

Regardless, we will  
develop  
MobeyForum's  
global impact

# Start-up Roster

- Banks
  - U.S.
    - Bank of America - Matt Calman, Marc Warshawsky
    - Citi - Dickson Chu , Marc Keller
    - Wells Fargo - Jim Stahley
  - Canada
    - TD - Mike Coyne
  
- Payment Networks
  - American Express - Sean Conroy / his team
  - MasterCard - James Anderson
  - Visa - Dave Wentker
  
- Mobile Networks
  - Verizon - Aditya Khurjekar

*Additional participants are welcome from MobeyForum members with significant North American operations*

# Value Proposition

- Whether global or regional, the value proposition remains the same: to promote learning, global awareness and collaboration in mobile financial services.
  - *Join forces with your bank colleagues, compare experiences in the emerging business area and build your knowledgebase through direct communication across industries. Be amongst the first ones to learn where the industry is heading.*
  - <http://www.mobeyforum.org>