

# Technology, Identity and Money



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**Unprecedented connectivity is creating a new economy, underpinned by trust and authentication.**

The changes in technology that are taking place right now are creating immense opportunity as people access their money and connect to each other in better, simpler and safer ways than ever before. But technology alone is not showing the way.

We have changed as a society — embracing a powerful concept of human connection. The artificial barriers of the old systems of money, like bank hours and second forms of identification, are falling away. People from all different backgrounds across the world are now able to transact and exchange funds directly.

**Our changing relationship to money is ushering in a new economic era of empowered individuals.**

This new era of being more directly connected is beginning to fuel tremendous technological innovation, business creativity and opportunity for people everywhere:

- We are embracing the person-to-person relationships we encounter digitally, and with a rising global market this is growing exponentially — crowdfunding is raising billions of dollars each year.
- Entrepreneurs, not ambassadors, are opening new trade routes around the globe. Even without a storefront, small business owners are able to exchange goods with people on the other side of the world.
- We are finding ways to share our physical skills and belongings with



others to create local economic opportunity. This economy of sharing has the potential to reach \$335 billion in global revenue by 2025.

- We are coming together to do good for one another. Last year alone, PayPal enabled more than 36 million people to make \$5.7 billion worth of payments to 418,000 charities around the world.

**We are in a time of trust innovation.**

Underpinning all of this powerful new economic activity is trust. And while our need to trust when it comes to money is not new, what is new are the ways we can help build it by authenticating and protecting our identity.

We have become accustomed to authenticating our identity with hard-to-remember passwords and numbers. We are defined by

disjointed 16-digit numbers, ID cards, IBAN and CVV numbers — codes that we can't write down and can only hope don't fall into the wrong hands.

My team works with engineers, designers and security experts working to solve the dilemma of how to make money easier to access AND safer. Over the last 15 years, we have developed machine intelligence to protect your money and identity — by building trust. We are working in new ways with risk detection models, positioning data and digital footprints — even biometrics like heartbeat monitors. We have algorithms that detect a combination of thousands of variables and factors such as your unique device, your fingerprint and your location, to keep people protected.

**Once we establish trust, we create an empowered global economy.**

The net we have created against fraud has allowed us to extend our payment services into countries and regions that are known for their higher criminal risk and fraud, countries that have been left out of the global economy because they are typecast as being less trustworthy than others.

We have helped to democratize money, making transactions available to people in 203 markets around the world. Last year alone, we extended commerce to 10 new countries, which has given 80 million more people greater access to their money and, as a result, to economic opportunity.

**Everything we do is going to change in the next 10 years.**

We have already seen incredible change, but we know there is much more to come. We stand at a pivotal moment that will have tremendous consequences for commerce, banking and investment. It is getting easier and easier for each of us to buy, sell, borrow, lend, fund-raise and donate, in our neighborhood or around the world — and the implications are so vast, they represent the dawning of a new era in the world economy.

As people access their money in new ways, they can assemble, create and collaborate on a global scale. This unprecedented connectivity leads to more opportunity for individuals, businesses and society. And it is up to us, as technologists, to work across sectors — with financial institutions, policymakers, think tanks — to create a system in which this new economy is supported. We see unlimited potential.