

General Survival Strategies for all Kenyan Fintechs during a Bitcoin Crash



Regulatory Compliance

Maintain awareness of and adherence to all applicable Kenyan financial laws, including any upcoming rules pertaining to virtual assets.



Customer trust and communication

Make open and proactive user communication a top priority. Establishing and preserving confidence is essential during times of instability.



Cost Optimization

Review and optimize operational costs to improve resilience during potential revenue downturns.



Robust Framework for Risk Management

Develop a comprehensive risk management framework, including scenario planning for extreme market events like cryptocurrency crashes, covering financial, operational, and reputational risks.



Diversification

Steer clear of becoming overly dependent on any one service or asset class. To lessen the effects of a slowdown in one particular area, diversify product offers and sources of income.



Liquidity Management

Retain enough liquid assets to cover both operations requirements and possible user withdrawals, particularly when the market is turbulent.



Focus on Core Value Proposition

Despite the state of the bitcoin market, fintech's basic value proposition—convenient payments and easily accessible lending—remains important.