

# **INFINIT : reimagining business banking for the modern SMEs**

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Operating at the intersection of finance and technology, INFINIT offers vertical banking solutions powered by AI-driven tools that help entrepreneurs not only manage their money but run their business smarter. With a presence in six markets (10 employees in Luxembourg and 150 worldwide) and plans to expand into four more, INFINIT is scaling fast with one goal in mind: to unlock the full potential of small and medium enterprises through intelligent, purpose-built financial solutions. Interview with Benjamin Fossaert, country manager.

(Visited 28<sup>th</sup> March 2025)

## **Future projects ?**

We are scaling fast. INFINIT is currently active in six markets, and we are preparing to launch in four more. Each new market brings its own challenges, but also massive opportunities. We are also investing heavily in product innovation, especially AI-driven tools that go beyond banking, helping SMEs make smarter, faster business decisions. We do not just aim to be a bank, we want to be a daily partner for our users.

## **What do you think differentiates you from your business competitors ?**

We are vertical. We do not believe in one-size-fits-all banking. INFINIT is built around SMEs, not just for them. Our AI-powered tools understand their workflows, their cash flows, their needs. That is what sets us apart, we don't stop at transactions; we empower transformation.

## **What difficulties do you currently face ?**

Scaling at speed means constantly rebalancing priorities: building while hiring, expanding while staying razor-focused on execution. We are also pushing into markets where legacy systems still dominate, disrupting that space requires resilience, precision, and sometimes a thick skin. But we thrive in that tension. That's how you know you're onto something real.

## **A must-have to be an entrepreneur ?**

Clarity of vision and the courage to act on it, even when no one else sees it yet. Also: the ability to build and trust an exceptional team. No one scales alone.

## **A source of inspiration ?**

Our customers. They're builders, strivers, and risk-takers, often overlooked by traditional banks. Every time an SME grows because of something we made, that is the real ROI.

**The best way to spend 30 euros ?**

Spend it on coffee with someone smarter than you. In this business, insight is the real currency and great conversations pay the best interest.

**In another life, you would ... ?**

Probably be building something again, maybe in a completely different industry. Creation, disruption, and impact are in our DNA. The arena may change, but the drive does not.