

Making Finance Work for Women Fintech Innovation Challenge

Women's World Banking brings convening power to conferences and events around the world. Our events showcase over 40 years of experience in the financial inclusion sector and aim to drive actions that accelerate opportunities for low-income women globally. Now in its 7th year, Women's World Banking's flagship platform, *Making Finance Work for Women*, will host its 2020 regional Summit in a virtual format. The event will bring together over 300 leaders from financial service providers, Fintechs, donors, investors, and research firms. Attendees will examine issues in financial inclusion, with a focus on resilience and innovation during times of crisis, through panel discussions and interactive sessions.

For the second year, we will host a Fintech Innovation Challenge alongside the summit. The Challenge will identify and support Fintechs that are developing solutions to help low-income women build economic security and prosperity in the face of global health and economic shocks.

The finalists will present their work at the virtual Summit to a panel of judges comprising industry experts. In partnership with the Singapore FinTech Festival, our two grand prize winners will go on as finalists at the Singapore FinTech Festival Global Fintech Hackelerator. We look forward to building off the success of last year's Challenge; one of our co-winners, Pula, went on to win the Singapore FinTech Festival Global FinTech Hackcelerator.

We are seeking partners to support this year's Challenge. This is a unique opportunity to promote financial inclusion by fostering innovative technology that will empower low-income women with the tools they need.

In partnership with



REGIONAL SUMMIT

NEW YORK 2018



42K

of times
Summit-related
content was
viewed



125 Attendees
29 speakers

Making Finance Work for Women events showcase over 40 years of experience in the financial inclusion sector and aim to **drive actions** that **accelerate opportunities** for low-income women around the world.

“Visa Foundation is proud to partner with Women’s World Banking and to support their Making Finance Work for Women Summit. The Summit is an especially important venue to discuss how partners can work together to support women entrepreneurs in emerging markets so that they are able to thrive economically.”

– Graham Macmillan, President, Visa Foundation

GLOBAL MAKING FINANCE WORK FOR WOMEN SUMMITS

BERLIN 2015



15.6K

of times
Summit-related
content was
viewed



200 Attendees
18 speakers



TANZANIA 2017



21.9K

of times
Summit-related
content was
viewed



300 Attendees
57 speakers
52 Network Members
50 countries represented
by attendees

SINGAPORE 2019



350 Attendees
74 speakers
50 Network Members
60 countries represented by
attendees



CNBC was the official media partner for the event, conducting live interviews.



Our hashtag #MFWW2019 was trending on Twitter in Singapore area on 10/23. Summit-related content was viewed **37K** times.



The co-winner of our Fintech Innovation Challenge, Pula, went on to win the Singapore FinTech Festival Global FinTech Hackcelerator

IN GOOD COMPANY - PAST SUMMIT PARTNERS

The impact, reach, and flexibility of our sponsorship offerings have made us the partner of choice for over 50 organizations for years, including



Fintech Innovation Challenge Sponsorship Packages	Supporting \$10,000	Broadening \$25,000	Advancing \$50,000	Leading \$100,000
Media and Exposure				
Recognition and logo on all Fintech Innovation Challenge publicity materials, displayed prominently on virtual event platform and during finalist pitching session, and featured on the Challenge website with hyperlink to corporate site	✓	✓	✓	✓
Recognition in Women’s World Banking’s Annual Report	✓	✓	✓	✓
Social media handles tagged in promotional posts, reaching Women’s World Banking’s 67,000 social media following as well as targeted markets through paid advertising	✓	✓	✓	✓
Opportunity to be part of pre and post-conference press releases	✓	✓	✓	✓
Interview or blog entry about gender or financial inclusion-related issue close to company’s agenda				One entry
Virtual Event Benefits				
Speaking role or video content promotion during virtual Summit or Judging Role at Advancing and Leading levels. Our events team will work with sponsors at all levels to ensure speaking roles meet thought leadership goals and are aligned with the company’s areas of focus. Length of speaking role and exposure to audience will be determined on a sliding scale based on investment.	1	1	1	2
Logo inclusion in Fintech Innovation Challenge virtual booth during 2-day <i>Making Finance Work for Women</i> virtual Summit	✓	✓	✓	✓
Virtual Summit Tickets for employees and clients	25	50	75	100
Opportunity for organization employees to mentor one of four Fintech challenge finalists in advance of pitch day		✓	✓	✓
Exclusive fireside chat with CEO Mary Ellen Iskenderian and member of company’s leadership (25 minute chat, followed by 15 minutes Q & A), open only to company’s clients and employees				✓
Year-Round Partnership Benefits				
Interview on Women’s World Banking podcast		✓	✓	✓
Brown bag at company office with presentation from Women’s World Banking leadership team member. Topic will be focused on a Women’s World Banking area of expertise of the sponsor’s choosing.	✓	✓	✓	✓
Social media post linking company’s CSR or gender initiatives	✓	✓	✓	✓