

Fintech Innovation Challenge

Making Finance Work for Women

Despite years of progress in advancing financial inclusion, nearly 1 billion women around the world still remain excluded from formal financial services, and there is a persistent 9% gender gap across emerging markets. Moreover, the economic toll of COVID-19 has fallen disproportionately on women, exposing their particular vulnerability to global shocks. While the pandemic has accelerated the digitization of financial services, low-income women remain at risk of being left behind given the unique barriers they face to adoption and usage of digital financial services.

Now in its third year, Women's World Banking's Fintech Innovation Challenge provides a global stage to highlight Fintech innovations serving unbanked and underserved women in order to build their security and prosperity in the face of these global inequalities.

The Challenge will culminate with a virtual event as part of this year's *Making Finance Work for Women* Thought Leadership Series of virtual events. The finalists will present their work to a panel of judges comprised of industry experts, which will be followed by a panel discussion featuring Challenge sponsors and fintech experts. We will also present our inaugural Female Founder award, which will honor a female founder whose fintech qualifies for the Fintech Innovation Challenge and who demonstrates exemplary leadership in building an inclusive workplace while working as a crucial driver for women's financial inclusion.

Challenge sponsors will also enjoy recognition and employee/client engagement benefits during the *Making Finance Work for Women* Thought Leadership Series. The Series events will bring together leaders from financial service providers, fintechs, donors, and investors to examine issues in financial inclusion. Topics could include, but are not limited to: inclusive fintech, gender-lens investing, digital financial capability, savings mobilization, women in leadership, gender disaggregated data, and more.

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 during finalist pitching session, and featured on the Challenge and *Making Finance Work for Women* Thought Leadership series websites 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 81,000 social media following as well as targeted markets through paid advertising



Opportunity to be part of Challenge press release



Interview or blog entry about gender or financial inclusion-related issue close to company's agenda

One entry

Virtual Event Benefits

Speaking role or Judging Role. Speaking role will be determined on a sliding scale based on investment and could include opening/closing remarks or speaking role during Fintech Innovation Challenge panel or series session. Moderator roles will be reserved for speakers with technical knowledge on the series topic.

Speaking role

Speaking role

Speaking role **and** judging role

Speaking role **and** judging role

Toolkit to promote Fintech Innovation Challenge to employees and clients and early registration access



Access to list of confirmed attendees for Fintech Innovation Challenge pitch session and panel discussion (does not include contact details)



Tickets to exclusive interactive virtual event for clients and employees of Fintech Innovation Challenge and series sponsor organizations

10 tickets

20 tickets

30 tickets

45 tickets

Opportunity for organization employees to mentor one of four Fintech Challenge finalists *



Year-Round Partnership Benefits

Featured video on Women's World Banking's YouTube channel and website



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



*Due to potential conflict of interest, sponsor organizations who are represented on the judging panel will not also be able to mentor finalists.