

# UNLOCKING THE FULL POWER OF THE FEMALE ECONOMY

FINANCIAL  
ALLIANCE  
FOR  
WOMEN

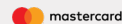
## HACKATHON

#ALLIANCEHACK

GOLD  
SPONSORS



WITH THE  
SUPPORT OF



start path



## About the Alliance Hack

The Alliance Hack was born out of our growing understanding of the fintech industry's blind spots when it comes to women-focused strategies, based on a [survey](#) of 168 fintechs and other ecosystem players we conducted in 2020.

Women represent the world's largest and fastest-growing market—and one that has been largely overlooked by the incumbent and fintech sectors alike. By overlooking the female economy opportunity, fintechs are leaving trillions on the table.

We launched the Alliance Hack in 2020 to encourage fintechs to tap into this opportunity. The hackathon draws on the deep expertise of Alliance members—a network of 65+ financial services providers, including commercial banks, payments and insurance companies—in order to support fintechs in developing their own women-centered strategies.

## Challenges

We invite startup and established fintechs to develop scalable solutions that enable

1. **Financing for women-owned/led informal Very Small Enterprises (VSEs)**
2. **Financing for women-owned/led formal Small and Medium Enterprises (SMEs)**
3. **Building the business capabilities of female entrepreneurs**
4. **Identifying women-owned/led businesses within bank MIS**
5. **Transforming the investment capabilities of women in the mass market**

Solutions for challenges 1 and 2 must be targeted towards any of the following markets: Colombia, Brazil, Nigeria, Kenya, Singapore, and the four South Asian countries (Bangladesh, India, Pakistan and Sri Lanka). Solutions for challenges 3, 4, and 5 have no geographic requirements.

[Click here](#) to read the full description of each challenge.

## Prizes

### Funding

- The winning fintech will receive a **US\$25,000 cash prize** and one year free subscription to the APIX platform and access to a range of global accelerator programs.
- Winning fintech will have the opportunity to test and carry-out its POC with with a select group of banks in aforementioned target countries, upon their approval.

### Exposure

- Shortlisted participants will pitch in front of an eminent Jury of investors and business leaders.
- The three finalists will have the opportunity to enter the finals for global accelerator programs such as Mastercard Start Path and IBM Hyper Protect Accelerator.

### Capacity Building

- The three finalists will become members of the Financial Alliance for Women for a full year, enabling access to a network of global financial services providers as well as proprietary tools and knowledge products.
- All participants will receive one-on-one mentoring from a highly experienced mentor cohort and take part in a series of workshops on how to build a gender intelligent fintech.

## Timeline

Applications open:  
**June 10 – July 17**

Selections announced:  
**July 28**

Hackathon:  
**July 28– Sept 15**

Demo Day :  
**Sept 23**

Winner announced:  
**Oct 6 at the 2021 Annual Summit**

## Eligibility

Fintechs in early to mid-stage development, including seed stage, raising/raised funds, or in the process of scaling and are mature enough to drive to POC stage with commercial banks.

## How to apply

Each team may submit one proposal per problem statement and up to 3 proposals per company. Incomplete entries will be disqualified.

**REGISTER  
HERE**