



▲ Santander (色<sup>™</sup>でで)

Financial Technology

## **INNOVATEChina 2017**

### Where Finance Goes High-Tech

www.ceibs.edu

### History

Established in 2008, INNOVATEChina is the global business competition hosted by China Europe International Business School (CEIBS), one of the leading business schools in the world (Ranked 17<sup>th</sup>in the world by Financial Times MBA ranking 2016).

Students from top global business schools are invited to take part in this business competition, a competition from which tomorrow's innovators will be discovered. INNOVATEChina is a platform that explores emerging trends in the business world, encourages interaction and intellectual discussion between the top minds, and creates an intense teamwork environment. More importantly, INNOVATEChina is an opportunity for participants to make groundbreaking impacts for the business world.

INNOVATEChina has consistently attracted great talents to its stage with recent topics like "We Win with WECHAT" in 2015, and "Internet Financial Service in new era" sponsored by Santander and AntFinancial in 2016.

#### **Participating Schools in Previous Year**



### INNOVATEChina 2017 Where Finance Goes High-Tech!

Date: 25<sup>th</sup>, March, 2017 Venue: CEIBS Business School, Shanghai, China

- INNOVATEChina 2017 focuses on the exciting and rapidly growing area of technology innovation in the finance industry. Sponsored by Santander and eToro with strategic support from Tencent, the theme for INNOVATEChina 2017 is "Where Finance Goes High-Tech". Finance is at the core of an economy, and innovation in finance is essential to keep up to speed with rapidly evolving consumer needs. In China, the integration of the Internet with other industries are also known as "Internet Plus", and this integration is a key strategic focus for China's economic vision for the future.
- In line with this vision and CEIBS's motto, "China Depth, Global Breadth", CEIBS is providing a platform for future entrepreneurs and business leaders around the world to identify innovative business model ideas that combines internet with financial services.
- Digitization is dramatically impacting the way financial institutions do business with their clients. Disruptions are taking place in payments, investing, lending, fraud reduction and other areas at the core of financial services, in this very moment. Both incumbents and new entrants are reinventing how financial products are delivered to consumers and businesses with the newer generations and emerging economies embracing new ways to do banking.
- In this context, INNOVATEChina is a key platform to learn and gain insights on how future generations will interact with financial institutions as well as the kind of products and services that will be demanded.
- Over than just a competition, INNOVATEC in a aims at establishing a platform to connect the innovative minds of global business schools with the vast experience of business experts and venture capitalists in China to introduce pioneering financial services ideas to the industry.

### 2017 Competition Theme

# The theme for the INNOVATEChina 2017 is "Where Finance Goes High-Tech"

We encourage any kind of innovation in financial services, but aligning with industry trends suggest the following:

#### Payments

Simplifying payment processing from international transfers to make payments in markets with no banking infrastructure

#### Lending/Investing

From financial planning advisors to alternative P2P lenders for small businesses

#### Smart Data Management

Exploring the benefits of Big Data and Artificial Intelligence for areas like Fraud Detection & Risk Profiling

### **Our Partners**

#### Santander \_\_\_\_

Santander (SAN SM, STD US, BNC LN) is a leading global retail and commercial bank with a relevant market share in 10 core countries in Europe and the Americas. Santander is among the world's top banks by market capitalization. Founded in 1857, Santander had EUR 1.52 trillion in managed funds, 12,500 branches and 190,000 employees at the close of June 2016. In the first half of 2016, Santander made underlying profit of EUR 3,280 million.

#### Santander Universities

Banco Santander is the largest investor in education in the world (Varkey/UNESCO report - Fortune 500). This initiative is backed by Santander Universities which has more than 1,200 collaboration agreements in place with universities and institutions worldwide. More information: www.santander.com/universities.

#### Tencent - Financial Technology

Previously known as Tenpay in the last decade, it was rebranded as "FiT" (Financial Technology) in September, 2015. Based on two mega platforms "Wechat Pay" and "QQ E-Wallet", it provides a series of convenient and caring services to its customers with highest standard of security, including Wechat Red Pocket, Tencent Wealth Management, Financial Cloud, Tencent Mobile Securities and Tencent Credit Bureaus. FiT develops financial technology products and services to connect individual users and business clients with financial institutions, creating an industrial platform worth hundreds of billions dollars.

#### eToro

eToro is the World's Leading Social Investment Network. eToro is the first and only financial company to partner with three of the world's leading financial institutions (PingAn, SberBank in Russia and CommerzBank in Germany). And eToro is the official partner of West Ham United Football Club.

You can trade directly on global financial markets and communicate with global investors, share trading strategies, view other investors 'transactions and easily copy top-level investors' transactions for free!

eToro has also launched a global patented CopyFunds™, which includes 4 kinds of Top Trader CopyFunds™ and 12 kinds of Market CopyFunds™ through Big Data Analysis, which aims to be a more robust investment tool. On the basis of controlling the relevant risk factors, the target provides an annual rate of return in excess of 10%.



### How to participate

**Team formation:** a team is formed by teams of 3-4 students, two of which must be first or second year MBA students.

**Registration:** participating teams are required to register and submit their business plans online (http://www.ceibs.edu/innovatechina/reg) before 15<sup>th</sup> February 2017. Concise and clear business plans are required.

**Finalist Announced:** 28<sup>th</sup> February 2017 **Final Event Date:** 25<sup>th</sup> March 2017



### **Business Plan Requirement**

The key components in the submitted business plan should allow judges to understand the business opportunity, including industry context, required details to understand the service or product offered, business model, competitive advantages of the business and financial requirements.

- PowerPoint: maximum 10 slides
- Demo or Video: Not mandatory, but we encourage you to include it for clarification.

### **Judging Criteria**



• Executive Summary (10 points): An overview of business plan that is clear, concise and engaging.

• **Product/Service description/potential (25 points):** A description of innovative idea, its features and benefits for the target consumers.

• *Market Strategy (25 points):* A brief description of the market, stating your competitive analysis and unique capabilities (improve efficiency, cost reduction, increase transaction volumes, enhance communication of finance activities).

- *Financials (20 points):* Summary of the revenue, profit or other financials that are clear to understand and linked with the business plan.
- Feasibility (10 points): Can the idea be realistically executed now or in the near future.
- Originality (10 points): Disruptive impact of the idea.

# Final Competition (25<sup>th</sup> March 2017)

- Each finalist team will be allowed to revise and submit their final business plan 5 days before the Final Competition.
- Teams will be given 10 minutes to present their prepared ideas, followed by a Q&A session, where judges will be able to clarify question marks or inquire more details if they require for their understanding.
- Any innovative forms of submission are also encouraged for the pitching, if it helps better clarify the business idea, e.g. video, product sample display.

#### **Final Competition Agenda**

| 13:30-14:00                                                |
|------------------------------------------------------------|
| Guests Arriving& Registration (Playing Team Video on-site) |
| 14:00-14:10                                                |
| Opening Speech                                             |
| 14:10-14:30                                                |
| Keynote Speech by Sponsor (Santander)                      |
| 14:30-14:35                                                |
| MC Introduces Final teams and Judging Criteria             |
| 14:35-15:30                                                |
| Team Presentations (1-3)                                   |
| 15:30-15:50                                                |
| Tea Break                                                  |
| 15:50-16:45                                                |
| Team Presentations (4-6)                                   |
| 16:45-17:30                                                |
| Panel Discussion                                           |
| 17:30-17:50                                                |
| Award Ceremony (Award Announcement, Group photo)           |
| Summary Speech by CEIBS                                    |
| Summary Speech by Santander                                |
| 17:50-18:15                                                |
| Keynote Speech by Sponsors(Tencent)                        |
| 18:15-18:30                                                |
| Keynote Speech by Sponsors(eToro)                          |
| 18:30-21:00                                                |
| Celebration Dinner                                         |

### **Prizes and Awards**

Teams participating in INNOVATEChina 2017- Where Finance Goes High Tech will have the opportunity to:

- Improve their business plans by receiving assistance from professionals and experts.
- Extend their network in the Asian market.
- Special event to exchange their business ideas with capital providers, to realize their business plan.
- The finalists will be provided with professional video recording to be uploaded to Santander's entrepreneurship database where angel investors and VCs will have the possibility to review the idea.

In addition, this competition will also offer monetary prizes for the winners:



team please contact and confirm wit organizers through official email.

| North America    | \$3,000 |
|------------------|---------|
| Europe \$3,000   | \$3,000 |
| Asia Pacific     | \$2,000 |
| Domestic (China) | \$500   |

In USD

### **Expenses**

Accommodation, meals and local transportation expenses during the finals will be fully covered.

The visa expenses and roundtrip expenses budgets for each final team will be up to \$3000 USD, based on the areas.

### **Other Details**

Judging panel will consist of leading industry professionals, including entrepreneurs, senior managers from financial institutions, investors and CEIBS professors.

During the event, several speakers will also be invited to share their views on the innovations and emerging trends that will define the future of Fintech.

The event will be held in English.

### Key Dates -

**Registration Deadline:** 15<sup>th</sup> February 2017 **Finalist Announced:** 28<sup>th</sup> February 2017 **Final Event Date:** 25<sup>th</sup> March 2017

> 信息中心 meansames NEORMATION CENTRE

The team matters a lot! Your capacity to work together will be challenged during the competition. Be ready to learn, meet new people and enjoy!

# CEIBS

#### **Contact Information**

Email: innovatechina@ceibs.edu LinkedIn: INNOVATECHina Twitter: INNOVATECHina