

PAY
INNOVATION
PITCH

6th June 2024

Eko Hotel & Suites, Victoria Island, Lagos

Organizer:



www.digitalpayexpo.com

Think Solution

SCAN TO REGISTER



Introduction

In the fast-paced world of today, students encounter difficulties transforming their classroom learning and inventive concepts into practical solutions. Despite harboring creativity and promise, many lack avenues to refine their entrepreneurial abilities and express their ideas convincingly.

When deprived of platforms to share their thoughts, these students' ingenious solutions to real-world challenges often go unnoticed and unexplored, leading to lost chances for innovation and positive change.

The Pay Innovation Pitch (PIP) initiative aims to bridge this gap by offering students in tertiary institutions a platform to present their innovative ideas, refine them through collaboration with peers, and engage with industry professionals. Through Pay Innovation Pitch (PIP), students can transition from ideation to implementation, fostering a

culture of entrepreneurship and innovation among the next generation.

The Pay Innovation Pitch will provide an exclusive opportunity for students in tertiary institutions to present their innovative payment ideas before a panel of judges and industry experts. These experts will offer guidance and insights to help refine the ideas. The top three innovation pitches will be chosen, and participants will receive rewards for their contributions.

The pitch is scheduled to hold as a sideline event at the 24th edition of Digital Pay Expo conference and exhibition on the 5th – 6th of June 2024 at the Eko Hotels & Suites, Victoria Island, Lagos. A conference that provides a platform for market and industry stakeholders within the banking & payments ecosystem to converge to discuss ideas and trends shaping and disrupting the industry.

Benefit of the Pay Innovation Pitch

- **Platform for Innovation:** The Payment Innovation Pitch (PIP) will provide students with a platform to showcase their creative and innovative payment ideas, fostering a culture of entrepreneurship and innovation.
- **Expert Guidance:** Students will receive valuable feedback and guidance from industry experts and judges, helping them refine their ideas and develop them into viable solutions.
- **Networking Opportunities:** Participants will have the opportunity to network with industry professionals, potentially leading to internships, mentorship opportunities, or even partnerships to further develop their ideas.
- **Recognition and Reward:** The top three innovation pitches are selected, and participants receive rewards, incentivizing participation and excellence.
- **Skill Development:** Students enhance their presentation, communication, and problem-solving skills through the pitching process, preparing them for future academic and professional endeavors.
- **Real-world Experience:** The Pay Innovation Pitch simulates real-world pitching scenarios, providing students with practical experience and exposure to the expectations and dynamics of the payment industry.
- **Promotion of Collaboration:** Collaboration among participants encourages teamwork and the exchange of ideas, potentially leading to cross-disciplinary innovations and solutions.

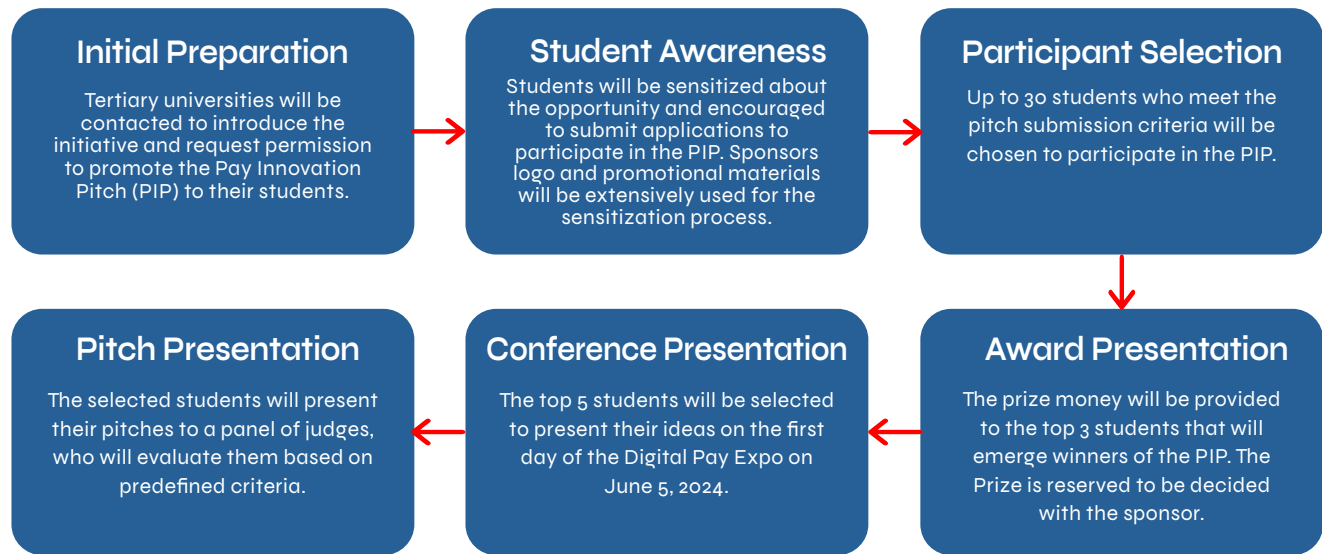
Why Sponsor

- This initiative provides the sponsor with complete access to the student community where the pitch will be promoted.
- The solutions generated by students can offer an opportunity to explore and potentially develop new products and gain insights into new approaches to challenges.
- The pitch presents sponsors with an exclusive chance to uncover and connect with young, inventive talent, providing the opportunity to recognize potential future leaders and contributors within their industry.
- Sponsors' banners and promotional materials will be utilized extensively during the publicity and pitch process.
- This initiative can also serve as part of the company's Corporate Social Responsibility (CSR) efforts.

Who Is Attending

- Students community from tertiary institutions
- Startups and SMEs
- Young Nigerians will also be attending this conference from different walks of life
- Professionals, Chief Executive Officers, Chief Technology Officers from Banks, Fintech, Payment, e-commerce, Government Agencies, Regulators, Merchants and Market operators.

Implementation Process



Project Activities

Key Activities	Sub-Activity/Tasks
Planning	Planning
Launch of the Program	Project Press Release
	Registration Opens/Communication Campaign
	Information Session
Pay Innovation Pitch	First Stage Screening
	Pitch Readiness Training
Pay Innovation Pitch	Pre- Selection Pitch
	Grand Finale
Post Pitch	Advisory
Report Submission	Final Report Submission

Judging Criteria

- **Innovation and Creativity:** Uniqueness and creativity of the payment innovation idea or solution.
- **Market potential and viability:** Market demand, scalability and potential for success in the industry.
- **Feasibility and execution:** Practicality of the idea.
- **Competitive Advantage:** The differentiation and competitive advantage offered by the proposed solution compared to existing alternatives.
- **Pitch and Presentation:** Clarity and persuasiveness of the presentation.

Our Request

We hereby propose that **Mastercard** becomes the headline sponsor of the Pay Innovation Hackathon for N20,000,000.00



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