DETROIT FINTECH CHALLENGE

Driving the Future of Finance

Presented by

Kyyba INNOVATIONS

TECHTOWN DETROIT

ABOUT THE CHALLENGE

The Detroit Fintech Challenge is a Fintech competition that unites key players in the Fintech ecosystem to generate enduring solutions to the biggest challenges and major concerns in the financial, payments, banking, and insurance sectors. Through the Fintech Challenge Pitch Competition, early-stage companies will be given a theme/ challenge statement category. Finalists from each "challenge statement category" will be asked to present their concept as a part of the Fintech Challenge Pitch Competition during the Detroit Fintech Challenge weekend.

www.detroitfintechchallenge.com

WHO WE ARE

The banking business is being revolutionized again by digital technology. Innovation, collaboration and investment in the right direction can redefine banking in this new digital era. FinTech is changing the financial sector. Detroit FinTech Challenge aims to break down the barriers to innovation in the financial sector and help to reinvent tomorrow's banking. Anyone who is active in private banking, payment solutions, digital money, blockchains, managing assets, IoT or cyber security are welcome to compete!

WHAT WE DO

The Detroit Fintech Challenge wants to make an economic impact in Michigan by creating new and innovative companies in the financial, banking, insurance, payment solution, and digital money industries. Our goal is to create a community of entrepreneurs and developers working on REAL problems, and creating REAL modular solutions that can eventually be monetized. The Detroit Fintech Challenge will serve as a catalyst to drive a community in Detroit around Fintech Technologies, and engage all the stakeholders in this space.

THE PROCESS

1. Collaborate with our sponsors and partners to develop and define 8-10 problems (challenge statements) that need solutions.
2. The financial technology company, Yantra, will curate the datasets needed to solve those problems. Yantra is sharing their software and API for developers to create different modules and solutions that can solve problems for companies that would largely benefit from Fintech solutions– including (but not limited to):
   - ✔ Banks
   - ✔ Health and Auto insurance
   - ✔ Investment
   - ✔ Real Estate

OUR ASK

We are seeking corporate partners willing to collaborate by sharing their problems and providing the financial support needed to create investable ideas that we can accelerate into companies.

CHALLENGE STATEMENTS

The Challenge Statements are the guiding force of the Detroit Fintech Challenge. Each and every participating team will choose one or more challenge statements to create their projects. Each statement addresses a broad area of concern as well as a few possible entry points for a technical solution. Teams' effectiveness in creating a viable solution in the challenge they have chosen will be essential to their success in the competition.

THE CHALLENGE

Example Challenge Statements:

1. **Next Generation Payments & Money Transfer:** Tools that enable merchants and customers to make payments in new ways. Any product that meets the need for cheaper, faster and easier payments processing has will show immense potential (particularly engaging and activating underserved and underbanked populations).

2. **Blockchain:** Applications of blockchain to a variety of FI problems - distributed ledger, cross-border payments, etc.

3. **Wealth Tech:** Solutions that enable the provision of wealth management / investment services in new ways (e.g. robo advice)

4. **Data / Credit Analytics:** Tools to enable analysis of large data sets, often unstructured.

5. **Cyber Security and Biometrics:** IT security solutions against cyber-attacks as well as biometric access solution

SPONSOR BENEFITS

Bolster the capacity of the Fintech Challenge program to cultivate and launch powerful new solutions across a variety of impact spaces. Increase your organization's visibility in the emerging fintech innovation sector and drive solutions to your most profound and interesting financial, payment, or banking challenges by funding a prize.

* High value visibility through our nationwide media relations campaign. Utilizing Marx Layne and EIN Presswire.

* Guaranteed to get excellent visibility on multiple social media channels with scheduled routine tweets and partner collaboration/sharing.

* Paid for digital marketing advertisements and email blasts to 10,000 contacts.

* Allow the community to benefit from your organization's extensive expertise thus demonstrating even further your community engagement.

* Direct contact with some key target groups and decision-makers: digital designers and developers, academia, programmers, IT professionals, mayors, etc.

* Foster innovation in a ground breaking way

* Interact, network, and collaborate with business leaders, innovative companies and entrepreneurs.

* Opportunities to Advise, Chair, Speak, or Judge

* Access to talent and first look at innovation and creativity

* New investment opportunities

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Visibility	Sponsor Levels					
	Title Sponsor $ 20,000	Diamond Sponsor $ 10,000	Platinum Sponsor $ 5,000	Gold Sponsor $ 2,500	Silver Sponsor $ 1,000	Bronz Sponsor $ 500
Showcased as a presenter in project documents.	$	$	$	$		
Inclusion in all event email blasts	$	$	$	$	$	$
Mention of partnership in all press releases.	$	$	$	Limited		
Mention of partnership in all interviews.	$	$	Limited	Limited		
Displayed on website sponsor page	Site sponsor	$	$	$	$	$
Mention as partner on website and other material	$	$	$			
Visibility during all events and challenge	Title sponsor	Featured	Highlighted			
Judging option	$	$				
Speaking option	$	$				
Displays during challenge	On all signage as Challenge Sponsor	On all event banners	On all event banners	On group banners	On group banners	On group banners
Logo on all promotional items created for DFC event (flyers, banners, images)	$	$				
Logo on event T-Shirt's	$	$	$			
Awards Ceremony / Check Sponsor	$	$				

Additional sponsorship opportunities:

* Sponsor a Challenge Statement or Company Prize

* Sponsor a meal, break, or cocktail reception (starting at $1,000)

* Host a workshop or tech-talk, sponsor the swag bag, or sponsor a keynote

* Company booth (included with other sponsorship levels)

* Send mentors to help the teams on their projects, donate development kits, sensors/monitors, communications devices

Questions & Inquiries:

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