



FinTech Australia Presents:

Finnie Awards 17 Categories & Criteria

Jan 2017

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#1 Important Information

Entries open: Wednesday 25 January 2017.

Entries close: Sunday 16 April 2017

- Judging to take place 17-30 April 2017.
- Finnie Finalists will be notified in 1 May 2017.
- Gala Awards Night 24 May 2017 in Sydney, VENUE TBA.
- It is free for financial members of FinTech Australia to enter or to nominate someone. Non-members will be charged per entry. See entry fee structure for details.

All companies, individuals and projects must have been for work from 14 April 2016 to 15 April 2017 (inclusive).

NOTE: Only financial members of FinTech Australia are eligible for free entry. Non-members are invited to enter for the following costs.

Entry fee structure by category:

Founders to 5FTE	A\$50
6+ FTE	A\$100

All fees exc. GST for Australian entries



#2 Categories (29 categories in total)

People, Culture and Talent (5 awards)

- 1) Best Fintech place to work
- 2) Best Workplace Diversity
- 3) Marketing Campaign/Branding Initiative of the Year
- 4) Emerging Fintech Leader of the Year
- 5) FinTech Leader of the Year

Growth Mindset and Global Perspective (5 awards)

- 1) Excellence in Establishing Market Presence: Australia
- 2) Excellence in Establishing Market Presence: Global
- 3) Excellence in Industry Collaboration & Partnerships (Australia)
- 4) Excellence in Industry Collaboration & Partnerships (Overseas)
- 5) Global FinTech Leader of the Year (Aspirational - cannot self nominate and must be a FinTech leader, local or OS, whose company has an international presence)

Excellence in Business (19 awards)

- 1) Excellence in Lending (B2B)
- 2) Excellence in Lending (B2C)
- 3) Excellence in P2P
- 4) Excellence in Crowdfunding
- 5) Excellence in Payments (including Remittance/FX)
- 6) Excellence in Digital Currencies/Wallets/Exchanges
- 7) Excellence in Blockchain/Distributed Ledger
- 8) Excellence in Cyber Security
- 9) Excellence in Insurtech
- 10) Excellence in Data/AI Solutions
- 11) Excellence in Regtech/Risk Management
- 12) Excellence in Wealth Management (including PFM and Robo)
- 13) Excellence in Asset Management & Trading
- 14) Excellence in Financial Inclusion (Social Good)
- 15) Excellence in FinTech support services
- 16) Best Co-Working space (national)
- 17) Best Investment Firm (VC, Accelerator, Family Office etc)
- 18) Emerging FinTech Organisation of the year (company must be <2 years old)
- 19) FinTech Organisation of the Year



#3 Evaluation & Judging Criteria

Our awards champion innovative approaches to Australian fintech, business excellence and collaboration, and / or the deployment of technologies that allow users to access fintech in new ways.

Your initiative could be a new approach or deployment of a technology that has not been considered. An innovation does not need to be a world-first, but a new approach either for your company and / or in your market.

FinTech Australia has enlisted the help of a prestigious panel of judges representing a cross-section of experts from the private and public sector (such as support services, banking, venture capital, accelerators, consultancies, industry associations, and government). Judges are assigned specific categories to judge, with at least 3 judges evaluating each category. The judges assign point values to the companies that they believe are the top 3-5 companies.

The judges will evaluate entries based on the following parameters:

- Uniqueness within their category / overall
- How well does the company do what they say they do?
- Current Success / Potential Success
- Difficulty of the problem that is solved
- Impact: Considerations include productivity, profitability, user experience, risk management, knowledge-transfer, and applicability beyond the financial sector
- Practicality: Examples include ease of implementation, scalability, and cost-effectiveness
- Interoperability: Ability for the solution to interface with other systems
- Uniqueness & Creativity: Extent to which the solution differs from the status quo.
- Entries should align to the brand values and strategies of the start up. Entries should explain this alignment.

Special categories will be evaluated by all judges, or by specific criteria, such as Fintech Emerging Leader, Fintech Leader of the Year and Fintech Company of the year.

When submitting your entry please provide access to your platform for each judge so, if they desire, can further explore your platform.

N.B: *Please do not attempt to contact the judges directly regarding your Finnie Awards submission. FinTech Australia reserves the right to disqualify competing companies for any reason, including attempting to affect the judging process in a manner that was not intended by the event organisers.*



Detailed description and criteria

These awards are open to any FinTech Startup, Hub, Incubator/Accelerator or Venture Capital firm operating in Australia. FinTech Australia uses EY’s “C.L.A.S.S.I.C.” framework to define a FinTech Startup - for more information see [the EY FinTech Australia Census](#).

People, Culture and Talent (5 awards)

1) **Best Fintech place to work**

This award recognises the employer in Fintech with the most effective workplace practices underpinning its workplace culture.

To constitute a nomination for this award, both employer answered and employee answered criteria below must be addressed where directed, by the employer and a minimum of one employee.

Employer-answered criteria	
1. Demographics	<ul style="list-style-type: none"> a. Number of employees b. Voluntary turnover c. Ethnic breakdown d. Tenure
2. General information	<ul style="list-style-type: none"> a. Year founded b. Revenue
3. Benefits/perks to employees	Examples: <ul style="list-style-type: none"> • Percentage insurance premium paid by company for employee • Number of holidays
Employee-answered criteria (Max 200 words per question)	
<ul style="list-style-type: none"> 1. How are credibility, respect and fairness expressed in your workplace? 2. What kinds of things does your employer do that make you feel proud to work there? 3. [Employee NPS score or other widely used benchmark?] 	



2) Best Workplace Diversity

This award recognises workplaces in FinTech that have created an inclusive environment that accepts each individual's differences, embraces their strengths and provides opportunities for all staff to achieve their full potential.

Please answer the following questions (200 words max per question):

1. Detail your approach to leadership, diversity and inclusion, how it is measured, and how it influences actions and activities in your business.
2. Provide one or more examples of how this approach has made a concrete positive impact on your operational or your customer success metrics.
3. Please provide diversity metrics stating breakdown of gender, culture etc of current FTE's.

3) Marketing Campaign/Branding Initiative of the Year

This award recognises the excellence and outstanding achievements of FinTech organisations in their effort to market their brand, destination or product.

Criteria that will be assessed are innovation and creativity, research and rationale, return on investment, success in meeting the objectives and communication will all be considered.

Entries can range from full scale campaigns and branding exercises to individual promotions and events.

Please answer the following questions (200 words max per question):

1. Outline your Marketing Campaign/Branding Initiative, including the strategy to determine target audience, channel mix, message and desired outcome.
2. Detail the impact and reach of your initiative, and how this has translated into improved Business performance

Awards 4 & 5 - Fintech Leaders of the year - Criteria

These awards are open to any individual working in a FinTech Startup, Hub, Incubator/Accelerator or Venture Capital firm operating in Australia. FinTech Australia uses EY's "C.L.A.S.S.I.C." framework to define a FinTech Startup - for more information see [the EY FinTech Australia Census](#).

Please answer the following questions (500 words max per entry):

1. Detail your approach to leadership, and how it influences your actions and activities in your business.
2. Provide up to 3 examples of initiatives you have developed as a leader in your



business, detailing their success. Where possible, include hard data points about how this has translated into revenue growth, cost reduction or capital raised.

Examples of initiatives include:

- a. Tactics and strategies used to generate new, repeat or referred business here or abroad, plus any marketing campaigns to support them;
 - b. Innovations delivered for your business and that have delivered efficiencies, new customers, and/or revenue growth.
 - c. Staff management/development strategies you have implemented in your business to ensure you attract/retain the best talent.
3. What is a major obstacle your business has overcome, and how did your leadership ensure a favourable outcome?

Please also provide between one and three references, testimonials or other sources of information (such as any audited financial or business metrics and/or statements, or third-party independent data reports) as evidence to support your answers.

4) Emerging Fintech Leader of the Year

This award recognises an individual in the FinTech community who has demonstrated a commitment to FinTech innovation that delivers benefits to investors, businesses and/or consumers.

This is open to individuals who are new to the Australian FinTech ecosystem i.e. they are currently working for a FinTech Startup, Hub, Accelerator/Incubator or Venture Capital Firm in Australia, and have been doing so for less than 2 years.

5) FinTech Leader of the Year

This award recognises an individual in the FinTech community who has demonstrated a commitment to FinTech innovation that delivers benefits to investors, businesses and/or consumers.

This is open to all individuals in the Australian FinTech ecosystem i.e. they are currently working for a FinTech Startup, Hub, Accelerator/Incubator or Venture Capital Firm in Australia.



Growth Mindset and Global Perspective (5 awards)

These awards are open to any FinTech Startup operating in Australia (i.e. they may have been founded inside or outside of Australia). FinTech Australia uses EY's "C.L.A.S.S.I.C." framework to define a FinTech Startup - for more information see [the EY FinTech Australia Census](#).

Awards 1 & 2 (Market Presence) - Criteria

Please answer the following question (500 words max per entry):

1. Detail the strategy you have undertaken to establish your market presence in Australia, particularly with respect to gaining Customer traction (B2C, B2B or both). Highlight any unique ways in which you have developed or executed this strategy compared to your peers.
2. Please also provide between 1-3 examples of customer testimonials, marketing collateral or other sources of information (such as any audited financial or business metrics and/or statements, or third-party independent data reports) as evidence to support your answers.

1) Excellence in Establishing Market Presence: Australia

This award recognises the FinTech company that has most successfully proliferated its presence and identity in Australia, for example through a trade mark, online, physical presence and/or consumer base in relation to count and location.

2) Excellence in Establishing Market Presence: Global

This award recognises the FinTech that has most successfully proliferated its presence and identity globally, for example through a trade mark, online, physical presence and/or consumer base in relation to count and location.

Awards 3 & 4 (Industry Collaboration and Partnerships) - Criteria

Please answer the following question (500 words max per entry):

1. Detail the nature of the collaboration or partnership, including the benefits delivered and received by both parties in the relationship, and the benefits delivered to the end Customer. Highlight any specific, unique synergies or competitive advantages that eventuated from the partnership.
2. Please also provide between 1-3 examples of customer testimonials or other sources of information (such as any audited financial or business metrics and/or statements, or third-party independent data reports) as evidence to support your answers.



3) Excellence in Industry Collaboration & Partnerships (Australia)

This award recognises an exemplary collaboration or partnership between at least one FinTech and at least one organisation delivering innovation that assists retail investors or consumers through an innovative fintech platform or functionality or through knowledge-sharing in Australia.

4) Excellence in Industry Collaboration & Partnerships (Overseas)

This award recognises an exemplary collaboration or partnership between at least one FinTech and at least one organisation delivering innovation that assists retail investors or consumers through an innovative fintech platform or functionality or through knowledge-sharing overseas.

5) Global FinTech Leader of the Year

This award recognises an individual from the Global FinTech community who has demonstrated a commitment to innovation that improves the delivery of a Financial Service to businesses or consumers using Technology.

This award is open to current and existing participants in the Global FinTech ecosystem for over 2 years.

Please answer the following question (100 words max per entry):

Please provide your nomination for a person to win this category, with a brief 100 word description of why this person deserves to win this award. **You cannot self nominate**, and the nominee must be a FinTech leader - either in Australia or based Overseas - whose FinTech company has a well established international presence



Excellence in Business (19 awards)

These awards are open to any FinTech Startup operating in Australia (i.e. they may have been founded inside or outside of Australia). FinTech Australia uses EY's "C.L.A.S.S.I.C." framework to define a FinTech Startup - for more information see [the EY FinTech Australia Census](#).

Please answer the following questions for each category (max of 300 words per question):

1. Describe your FinTech Product/Service. Which customer segments does it serve in what markets, and what benefit does it deliver to each segment?
2. How does your Product/Service realise these benefits for your Customers more effectively than other substitute products and competitors? Describe how your Business Model creates a sustainable competitive advantage in your chosen market, and how it will position you for future growth into other product, customer or market segments.
3. How have you financed your operations? Where relevant, highlight how your financing approach has delivered benefits for your Business and/or your Customers.

Please also provide between 1-3 examples of customer testimonials or other sources of information (such as any audited financial or business metrics and/or statements, or third-party independent data reports) as evidence to support your answers.

1) Excellence in Business Lending

This award recognises the FinTech that has generated outstanding B2B lending results through innovative yet stable, sustainable operations and their ability to serve their clients while sustaining sound financial performance.

2) Excellence in Consumer Lending

This award recognises the FinTech that has generated outstanding B2C lending results through innovative yet stable, sustainable operations and their ability to serve their clients while sustaining sound financial performance.

3) Excellence in P2P Lending

This award recognises the FinTech that has provided a P2P lending platform with the most stringent security standards and strongest reputation in market, in addition to competitive interest rates and loan terms along with ease of application.



4) Excellence in Crowdfunding

This award recognises the crowdfunding platform that has delivered a large number of successful fundraising campaigns whilst maintaining superior customer experience and upholding rigorous compliance standards. This does not only include how much funds were raised, but can also include aspects such as the user-friendliness of the platform and reach in market to complete fundraising.

5) Excellence in Payments (including Remittance/FX)

This award is for the FinTech payments provider with the most innovative, efficient and secure service as experienced by their clients transacting across a wide range of use cases and/or geographic locations.

6) Excellence in Digital Currencies/Wallets/Exchanges

This award is for the Digital/Currencies/Wallets/Exchanges FinTech that has experienced the highest growth and recognition, offers the widest functionality for payments and strongest security.

7) Excellence in Blockchain/Distributed Ledger

This award recognises the FinTech with the most successful and innovative application of Blockchain/Distributed Ledger in financial services or financial support services. Pilots can also be included in this category.

8) Excellence in Cyber Security

This award recognises the FinTech that has consistently delivered high-quality cyber security solutions to its FinTech clients, achieving a recognised brand name and presence in the market.

9) Excellence in Insurtech

This award recognises the Insurtechs that have demonstrated the most innovative technologically-enabled advances in insurance services. Indicators such as competitiveness of policies, ease of making purchases or claims along with growth can be included.

10) Excellence in Data/AI Solutions

This award recognises the Data/AI Solutions provider that has most successfully and innovatively provided infrastructure or SaaS solution that allows its clients to identify, supply and leverage data.



11) Excellence in Regtech/Risk Management

This award recognises the FinTech that has demonstrated the highest levels of accuracy and prevention of risk in Regtech/Risk Management. Indicators of success can include breadth/depth of regulatory coverage, headcount or description of deflected risks and/or brand and client growth.

12) Excellence in Wealth Management (including PFM and Digital Advice)

This award recognises the FinTech providing the most innovative, cost-effective and high-quality Investment and Wealth Management solution, either direct to consumer or to the financial advice and wealth management industry.

13) Excellence in Asset Management & Trading

This award recognises the FinTech providing the most innovative, cost-effective and robust Asset Management and/or Trading solutions and tools to Institutions.

14) Excellence in Financial Inclusion (Social Good)

This award recognises the FinTech providing the most innovative and effective financial product or service to under-served or under-represented consumer or market segments. Entrants must be able to demonstrate a clear link to the social benefits realised through their work.

15) Excellence in FinTech support services

This award recognises the support services that have provided the highest level of assistance to FinTechs in their operation and growth.

This includes training, mentoring/coaching, educational, employment, technology, advisory, certification, matchmaking and loan guarantee fund services.

16) Best Co-Working space (national)

This award recognises the co-working space that has made the best use of space, design and human resources to deliver excellent working environments, community and business support services.

17) Best Investment Firm (VC, Accelerator, Family Office etc)

This award recognises the investment firm with the highest degree of commitment to select and support the highest-performing and successful FinTech startups.



18) Emerging FinTech Organisation of the year (company must be <2 years old)

This award recognises a FinTech organisation that is delivering transformative new financial services offerings through the innovative use of technology to its customers.

This is open to new organisations in the fintech ecosystem for less than 2 years.

19) FinTech Organisation of the Year

This award recognises a FinTech organisation that has demonstrated a commitment to innovation that assists Australian retail investors or consumers through an innovative fintech platform or functionality, includes consumer-facing retail investment trading platforms as well as B2B adviser-facing investment platforms and tech-enabled investment and portfolio management providers, or 'robo-advisers'.

This is open to current and existing participants in the fintech ecosystem for over 2 years.
