

FinTech Awards: Tips to writing an award-winning submission

1. Keep it simple. Start with one line of what you do. Example: we do payments for B2B in Australia
2. One line on what problem you solve for; example; we make it easy for businesses to offer credit to their clients, with low fees and fast setup time.
3. Then tell us about the numbers, or Metrics. Users, customers, revenue etc. Make it powerful. Example; “last year we had 500 clients. We now have 2000 paying clients; customer growth is 400% p.a. – revenue is \$Xm ARR, with revenue growth at 25% per month” – or simply list as bullet points:
 - a. This year’s revenue: \$XX
 - b. Last year’s revenue: \$Y
 - c. Revenue growth: 50%
4. Tell us about product development: example: “we started with personal loans up to \$5k, then we did loans to \$20k, then business loans up to \$50k, and our latest product is crypto loans to \$100k..”
5. Your writing must be short, direct, and honest.
6. Use Bullet points! (we have 400 submissions; you need to stand out)
7. Treat the award submission like a pitch deck to a VC.

8. If you are submitting for an individual, please tell us the individual's full name, and add their LinkedIn profile.
9. We assume your Founder/CEO/CTO is an amazing person with an amazing work ethic and knowledge of the sector, tell us why they should win – what they have done. Deeds.
10. We find Founders write the best submissions. If you're not the Founder, please have them check your submission. Copying the LinkedIn profile or website doesn't tell the whole story.
11. We don't need to see videos, PDF attachments or powerpoint slides. We want to see written evidence of success, achievement etc.
12. Here are some examples from the 2021 Awards:

“In 2020, they were in two countries, had 21,000 merchants & 1.7m customers, and 300 staff. Now, they are in 13 markets, 55,000 merchants, 8 million customers and over 1000 employees. They launched a global-first product feature that reimagines the BNPL in store experience by enabling customers to use their interest-free account anywhere that accepts Visa.”

(Winner in 2021: Zip)

She is CEO and Co-Founder of the leading fintech enabling Australian consumers to exercise their Consumer Data Right. She is a champion of diversity, and walks the talk: Her company has Transparent salaries, no

gender pay gap; Her shareholders are 60% female; She quit her corporate job to found the company.

(Female FinTech Leader of the Year winner in 2021; Jill Berry, CEO & Co-Founder of Adatree)