

FinTech Awards: Tips to writing an award-winning submission

Please note: MAX of 5 submissions per company

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 &/or why are you number 1? example; we make it easy for businesses to offer credit to their clients, with the lowest fees in Australia and the fastest 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 400-500 submissions; you need to stand out)
7. Treat the award submission like a pitch deck to a VC.
8. Tell us why you should win the award: “we should win this award because we were the first in market with X, we have XXX customers, with ARR of \$Ym p.c.m, growth this year of XX% and new versions of the product every 6 months, the latest using XYZ to be faster/more accurate” (you get the picture)
9. If you are submitting for an **individual**, please tell us the individual’s full name, their title and add their LinkedIn profile.
10. 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 with what they have done, articles written, public speeches etc.
11. We find Founders write the best submissions. If you’re not the Founder, please have them check your submission.
12. We don’t need to see videos, PDF attachments or powerpoint slides. We want to see simple written evidence of success, achievement etc.
13. WRITE down the dates of: when the finalists announced, and the date of the Awards night – put them in your diary. What is the point of winning an award and being on holiday when the Awards night is held??
14. Here are some examples from previous 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.”

“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.”

Think before you write. Good luck and best wishes.