

FinTech & Banking Awards: Tips to writing an award-winning submission

Please note: MAX of 3 submissions per company. One per individual.

1. Keep it simple. Start with one line of what you do. Example: we do B2B payments in Australia
2. One line on what problem you solve for & why are you are # 1?
3. Then tell us about the numbers, or Metrics. customers, revenue etc.
4. The best submissions are short, direct, and honest.
5. Use Bullet points! (we have 400-500 submissions)
6. 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, the latest using XYZ to be faster/more accurate”
7. Individual Award categories: if you are submitting for an **individual**, please tell us the individual’s full name, their title and add their LinkedIn profile.
8. We assume your Founder/CEO/CTO has a great work ethic and knowledge of the sector, tell us why they should win with what they have achieved.
9. We find Founders write the best submissions. If you’re not the Founder, please have them check your submission.
10. We don’t need to see videos, attachments or slides.

11. WRITE down the date of the Awards night in your diary. What is the point of winning an award and being on holiday when the Awards night is held??

12. Here are examples from previous Award winners – these descriptions were read out on the night:

“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. The winner is XXXX”

“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. The winner is XXXX”

Good luck and best wishes.