

A night-time photograph of the Detroit skyline, featuring several illuminated skyscrapers and a large, modern sculpture in the foreground. The image is overlaid with a semi-transparent green filter.

DETROIT FINTECH CHALLENGE

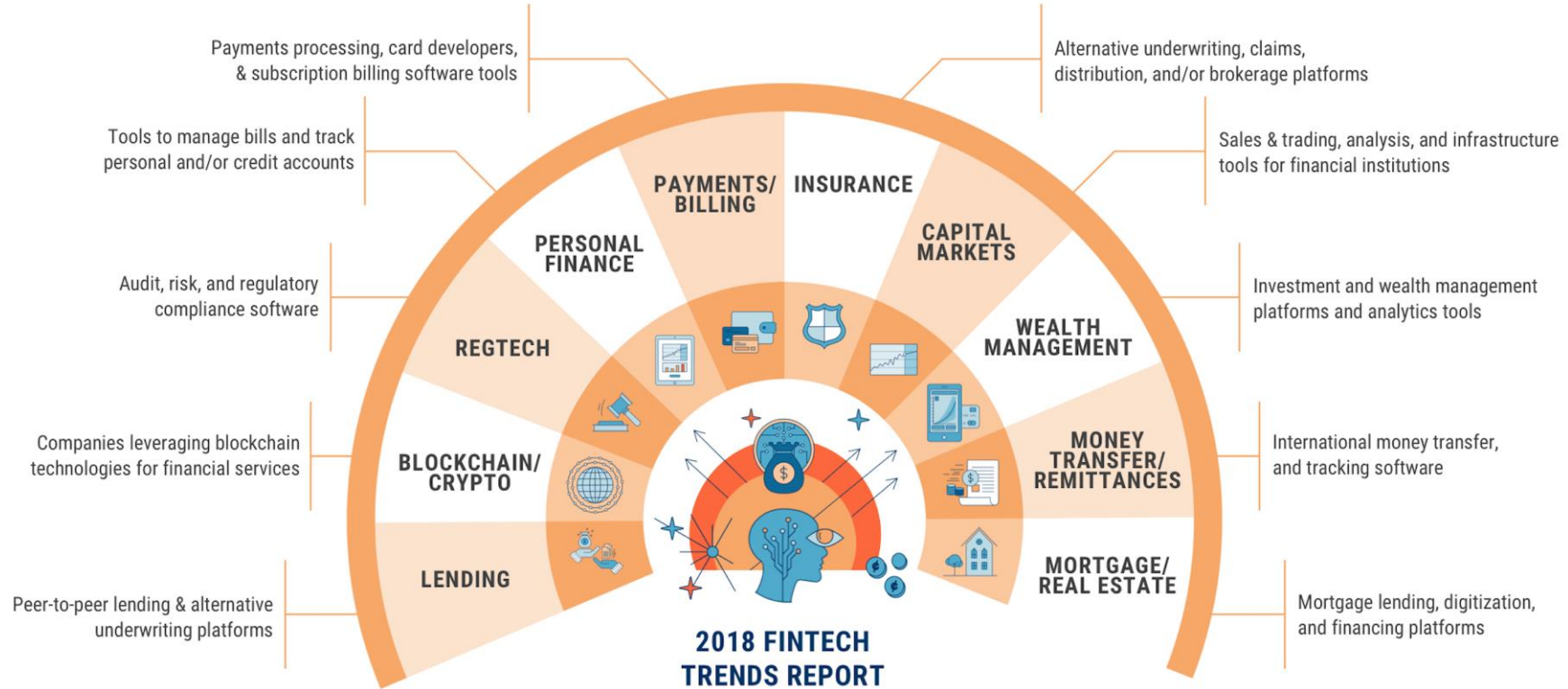
Driving the Future of Finance

Kickoff Information Session
February 15, 2018

WELCOME!

- Introductions
- Vision of the Detroit Fintech Challenge
- Geographic scope
- Sponsors





The Detroit Fintech Challenge Planning Team

Kyyba[®]
INNOVATIONS



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Managing Director,
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Sarah Myrand

Executive Coordinator,
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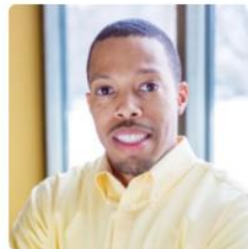
Thomas Coke

VP of Sales,
The Iserv Company



Shamir Ozery

Founder & Growth Marketer,
Sivenso



Edward Carrington

Co-Founder & CEO,
Mytual

www.detroitfintechchallenge.com

VISION

- Revitalization of Detroit
- Drive a community around fintech technologies
- Engage all the stakeholders in this space
- Create new and innovative companies
- Make an economic impact in Michigan
- Create a community of entrepreneurs and developers working on REAL problems and creating REAL modular solutions.

A stylized world map in shades of green, showing the outlines of continents and countries. The map is centered on the Atlantic Ocean, with North and South America on the left, Europe and Africa in the center, and Asia and Australia on the right.

GEOGRAPHIC SCOPE

SPONSORS

Kyyba[®]
INNOVATIONS



yantra

ally

 **CBW**
B A N K



 *First Independence Bank*

 **Ameritrade**

Comerica

www.detroitfintechchallenge.com

COMPETITION OVERVIEW



Sarah Myrand

Executive Coordinator

Kyyba Innovations

TIMELINE

3/05/2018

**Partners/Sponsors,
Prizes, and Challenge
Statements Finalized**

3/08/2018

**Second Fintech Detroit
Information and Mentor
Session (Thursday 5pm-8pm)**

3/15/2018

**Team Registration
Closes**

3/30/2018

**Pitch Workshop for
Teams with coaches**

4/06/18 - 4/07/18

**Detroit Fintech Challenge &
Pitch Competition at TechTown!**

ELIGIBILITY

- ✓ **Be a legally established and incorporated business; this is the only way prizes can be distributed to teams**
- ✓ **Founded no earlier than April 1, 2016, 2-years old or younger**
- ✓ **Submit only one product/concept to the FinTech Challenge event**

ELIGIBILITY

- ✓ **Founders of the applying company must retain some portion of ownership in the company**
- ✓ **Applying companies must not have raised over \$2.5 million from combined funding sources**
- ✓ **Product/concept must respond to at least one of the FinTech Challenge Statements**

RULES

- Submissions close on March 15, 2018
- Anyone who wants to contribute to the fintech movement is welcome to join the challenge:
 - Students
 - General Public.
 - Fintech Professionals
 - Technologists
 - Designers
 - Project Managers
 - Coders and Developers
 - Lawyers & Bankers
- Companies inside and outside of Michigan can apply. Canadian / international participants are welcome.

RULES

- Each team will need to complete a participation form.
- Solutions that are being worked on must address one of the FIVE noted "challenge statement categories"
- Ongoing work with sponsor/partner beyond DFC, terms and conditions will need to be worked out directly between the team and the sponsoring organization.
- Team pitches should be no longer than 5 minutes. Pitch Deck Template can be found on the website shortly.
- Sign the participant agreement form.
- **HAVE FUN!!**



PRIZES

Up to \$50,000

Investment from Kyyba Innovations

NEXT STEPS



Thomas Coke

VP of Sales,
The Iserv Company



Edward Carrington

Co-Founder & CEO, Mytual

TEAM FORMATION

- If you already have a team
- If you don't already have a team
- Who should you have on your team
- Who else should you recruit



CHALLENGE STATEMENTS

- Five Key & Leading Categories
- Specific Statements from Sponsors
- Must Pertain to FinTech
- Use of Sponsor APIs



REGISTRATION

- Where to register
- Who are we looking for
- What to expect



ACCESSING RESOURCES

- Data/API Access
- Rules and Regulations
- Website, Slack Channel & SparkBoard
- Coaches and Mentors
- Organizers
- Sample Pitch Deck



Q & A

THANK YOU!



Please network and have a drink!



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