

A background image of the Dubai skyline at dusk, featuring the Burj Khalifa and other skyscrapers reflected in the water. The image is overlaid with a dark blue gradient.

FINOVATE

MIDDLE EAST 2017

DECEMBER 4 & 5
DUBAI

APPLICATION AND DEMO INFORMATION

“For online personal finance nerds - like your humble correspondent -
Finovate is the Super Bowl and World’s Fair rolled into one.”

- MARY PILON, WALL STREET JOURNAL THE WALLET

finance.knect365.com/finovate-middle-east

What is Finovate?

Finovate is the only conference series focused exclusively on showcasing the best and most innovative new financial and banking technologies.

The conference series debuted to rave reviews in the fall of 2007 in New York City, added a West Coast version in the Bay Area spring of 2008, unveiled a European edition in London in early 2011, launched its inaugural Asia show in late 2012, and will expand to the Middle East this December.

Finovate conferences consistently attract large, high-impact audiences of senior financial and banking executives, venture capitalists, press, bloggers, industry analysts, regulators, and entrepreneurs.

When & where will Finovate Middle East take place?

Finovate Middle East is excited to debut its Dubai event at the InterContinental Dubai Festival City from Monday, December 4, through Tuesday, December 5. The InterContinental Dubai Festival City is located in a rich and vibrant urban community designed to capture the groundbreaking 21st century spirit of Dubai.



What makes Finovate special?

Three things make Finovate events special: focus, format, and selectivity.

Focus: As the only event focused entirely on the newest innovations in financial and banking technology, Finovate attracts a targeted and powerful audience that can really move the needle for demoing companies.

And for those attending or sponsoring, it offers the greatest concentration of financial technology talent in the business. Top-quality entrepreneurs, financial executives, venture capitalists, analysts, and press from across the globe will be at the event debating and creating the future of finance.

Format: Finovate's unique format mixes dozens of fast-paced product demos (no slides allowed) with high-quality networking to deliver a potent blend of value.

Selectivity: We look at hundreds of companies before selecting the final lineup of demoing companies for Finovate events. Based on the amount of interest we're getting daily, we expect the selection process to be very competitive for this year's event.

For the chosen companies, a demo slot at Finovate offers a powerful platform to garner press attention, find customers, network with peers, raise funding, and discover partners. And, as the presenter selection process grows more competitive, simply being selected is a strong mark of distinction.

Who attends Finovate events?

Finovate attracts senior financial, banking, and technology executives, influential press, expert analysts, innovative entrepreneurs, deep-pocketed venture capitalists and other industry leaders.

A small sample of the organizations that have attended past Finovate events includes:

- Abu Dhabi Commercial Bank
- Altpoint Ventures
- Amazon Web Services
- America First Credit Union
- American Express
- ANZ
- The Asian Banker
- Asian Banking & Finance
- BAI
- Bain Capital
- BancVue
- Bangkok Bank
- Bank of Singapore
- Bank of the West
- Barclays
- BBCN Bank
- BBVA Compass
- Bloomberg
- BlueRun Ventures
- Capital One
- Celent
- Charles Schwab
- Chase Paymentech
- China Growth Capital
- Citi Ventures
- City National Bank
- Credit Union of Central Canada
- CUNA
- Discover Financial Services
- Dow Jones Newswires
- E*TRADE Financial
- Ernst & Young
- Experian
- Fast Company
- Fidelity
- Filene
- First Republic Bank
- FIS
- Forrester
- Foundation Capital
- Gartner
- Gibraltar Ventures
- Goldman Sachs
- The Huffington Post
- Hyundai Capital
- IDC Financial Insights
- Intellectual Ventures
- Intuit
- Jack Henry & Associates
- Javelin Strategy & Research
- JP Morgan
- Justice Federal Credit Union
- KeyBank
- LexisNexis Risk Solutions
- MasterCard
- Maybank
- Moody's
- Mountain America Credit Union
- Nasdaq
- National Australia Bank
- National Commerce Bank
- New York Life Investments
- OCBC Bank
- Oliver Wyman
- Press Trust of India
- PricewaterhouseCoopers
- PSCU
- Quantum Capital
- RBS
- Red Dot Ventures
- Redstar Ventures
- Route 66 Ventures
- S&P Capital IQ
- Sberbank
- Sony
- Standard Chartered
- State Farm
- Suncorp Bank
- Susquehanna Growth Equity
- Swisscom
- TCV
- TD Ameritrade
- TechCrunch
- Thomson Reuters
- TMB Bank
- TPG Capital
- TransUnion
- TwinStar Credit Union
- Umpqua Bank
- United Overseas Bank
- USAA
- Velocity Capital
- VISA
- Wells Fargo
- Western Independent Bankers
- Western Union
- WSECU

Tell me more about your unique format.

Finovate is designed to be a showcase of the best new financial technology innovations from leading established companies and hot young startups. The demo portion of our events are single-track with two main elements:

Demo Sessions

During these sessions, each presenting company will be given seven minutes onstage to demo (no slides or canned demo videos allowed) their latest tech to the entire audience.

Networking Sessions

The networking session provides demoing companies the opportunity to connect directly with attendees in the exhibit hall.



What companies have demoed at Finovate?

A list of all the companies that have demoed at past Finovate events (along with videos of their demos and full company profiles) can be found in the Finovate video archives: finovate.com/videos.

How will companies be chosen?

The companies that are chosen will be handpicked based solely on their written application. Due to the volume of applications we receive, we will not have time to speak to applicants on the phone. Applicants should ensure the application is filled out as completely as possible.

The general selection criteria is as follows:

1. Novelty

How new is the product/feature being shown? Offering to debut a BIG financial technology innovation on stage is the best way to increase your chance of being selected.

2. Innovativeness

How original is the approach? How big of a technological/logical leap does it make?

3. Potential

How much potential does it have to make a big impact?

4. Wow/X/Cool Factor

Does it make us sit up and take notice?

5. Diversity

How many other companies in the same “space” are competing for a spot? Date of application will be the tiebreaker, so applying early is helpful.

What's the key to getting on stage at Finovate?

Finovate events are open to startups, established companies, and financial institutions with new fintech innovations, so the bar to get a demo spot is very high. For most events, we look at several hundred companies before selecting the final lineup of companies. **Given the competitiveness of the selection process, one of the major keys to getting on stage in 2017 is to have something new, innovative, and substantial to debut live on stage.**

What exactly does my company get if selected?

All demoing companies receive the following presenter package:

- Two tickets to attend the full event (value \$1,495 USD each)
- The ability to buy up to six additional tickets to the event at a special rate of 50% off the current ticket price
- The ability to share a special 20% promo code with your broader network (e.g. email list, blog, social media etc.)
- Seven minutes on stage in front of the entire event audience to demo (no slides or canned video allowed) your latest and greatest technology– *i.e. a highly focused opportunity to showcase your value proposition and new innovation to the entire audience*
- A dedicated table with a large color logo sign, a large flat-screen monitor, a high-speed internet connection, and a power connection in the networking area on the day of your onstage demonstration – *i.e. a highly focused opportunity to connect with audience members in-depth and one-on-one*
- A detailed list of attending press, industry analysts, and bloggers distributed pre-event so that you can proactively set up briefings– *i.e. a valuable chance to reach press and influencers directly and instantly about your newest innovation*
- A list of attendee names, titles, and organizations distributed pre-event
- Exposure in various marketing communications (e.g. emails to our in-house contact list, releases to industry press and event partners, promotion and blog posts on Finovate.com etc.)
- The opportunity to participate in an optional coaching session pre-event and in a live rehearsal the day before the event with full A/V
- A full page profile in the attendee booklet
- A static profile on Finovate.com with a professionally-edited video of your seven-minute demo (post-event)

How does my company apply?

It is always completely free and confidential to apply.

1. Please review this informational document and contact us with any questions.
2. Please fill out the online application. Please include as much detail as possible in your application as we will be basing our selection decision upon it. We may also request additional information from you if we feel it would be helpful to our process. Please note that all information submitted during the application process is confidential.

The link to the online application is here:

http://finovate.formstack.com/forms/finovatemiddleeast_2017

If selected, is there a cost to demo?

Yes. Organizing an event of this size and quality focused exclusively around a small number of companies is expensive. Thus, we ask that the demoing companies help share that cost with us. The price varies depending on the stage of your company and when you apply for the event. To figure out the demo fee for your company's presenter package, please first use the following criteria:

- **Early-Stage Startup** – Both of the following criteria must apply: less than 2 years since company formation AND less than \$1 million USD raised
- **Regular Startup** – All of the following criteria must apply: less than 5 years since company formation AND less than \$10 million USD raised AND less than \$5 million USD in revenues
- **Established Company** – Privately held companies where any of the following criteria apply: greater than 5 years since company formation OR greater than \$10 million USD raised OR greater than \$5 million USD in revenues
- **Publicly Traded** – Any company that is publicly listed on any stock exchange

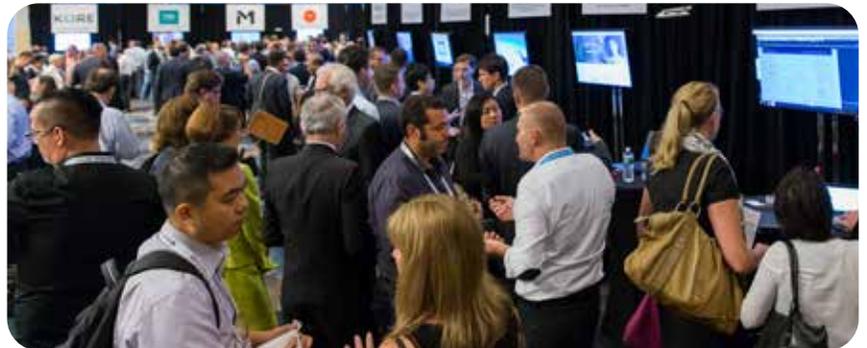
Then use the schedule below to determine the price you'll pay if selected. **Filling out the free and confidential application early can reduce your price significantly.** Please note that payment plans are also available if you're selected and would like to spread payment out before the event.

Here is the application timeline and demo fee schedule:

- **Very Early-Bird Application** – Apply by **7/14/2017** and, if selected to demo, pay:
 - \$3,995 USD (Early-Stage Startup)
 - \$5,995 USD (Regular Startup)
 - \$7,995 USD (Established)
 - \$9,995 USD (Publicly Traded)
- **Early-Bird Application** – Apply by **8/11/2017** and, if selected to demo, pay:
 - \$4,995 USD (Early-Stage Startup)
 - \$6,995 USD (Regular Startup)
 - \$8,995 USD (Established)
 - \$10,995 USD (Publicly Traded)
- **Regular Application** – Apply by **9/15/2017** and, if selected to demo, pay:
 - \$5,995 USD (Early-Stage Startup)
 - \$7,995 USD (Regular Startup)
 - \$9,995 USD (Established)
 - \$11,995 USD (Publicly Traded)
- **Late Application** – Apply after **9/15/2017** and, if selected to demo, pay:
 - \$6,995 USD (Early-Stage Startup)
 - \$8,995 USD (Regular Startup)
 - \$10,995 USD (Established)
 - \$12,995 USD (Publicly Traded)

NEW Are there scholarship opportunities available?

Yes! We are piloting a sponsorship program for local companies and companies that fall into the startup categories. If you (A) are an early-stage or regular startup company and/or headquartered in a country within the Middle East and (B) are interested in having a sponsoring company or other entity monetarily subsidize your participation in the event if selected, please check the appropriate box on the application. Checking this box means you authorize us to share your NAME and CONTACT INFO ONLY with selected companies who have agreed to subsidize certain startups and local companies' participation fees. Other than contact info, the rest of your application will remain confidential. Interested sponsors may, however, request more info from you directly as part of their decision process. Scholarship funds will be extremely limited.



Are banks and other financial institutions eligible to demo?

Yes. Banks and financial institutions are welcome to apply to demo at Finovate provided they have new and innovative technology to show. We've had a number of banks on stage at previous events, and we've found that banks and other FIs are frequently in a unique position to bring innovation to the financial technology space.

NEW **Is it possible to be a sponsor in addition to being a presenter?**

Yes! There are a variety of opportunities for sponsors that go above and beyond what we're able to offer our presenters. If you're interested in learning more about sponsorship opportunities, please email us at sponsor@finovate.com.

If I apply and am not accepted to demo, will I still be able to get a ticket at the early-bird price?

Since it is a competitive process to get onstage, we will not be able to accept every company who applies (as much as we may want to). If you are not selected but would still like to attend the event, we will make sure you are able to purchase a ticket at a discounted early-bird rate.

Can my company apply to demo at multiple Finovate events?

Yes. The selection process for each event is independent of the others. Over time, as you create new products and innovations, we hope you'll consider applying to launch them at Finovate.

What is a "financial technology" innovation?

Finovate is about showcasing financial technology innovations. "Financial technology" is obviously open to a variety of interpretations. We are looking for new advances in online services, mobile, security, payments, lending, personal financial management, financial marketing, investing, education, remittance, big data, crowdfunding and so on.

I have other questions about the event. How do I get answers?

Please contact us at middleeast@finovate.com.