



## **Innovation Masterclass in the space of Financial Services**

**13-16 September 2021**

**09:00AM – 12:30PM**

## Innovation Masterclass in the space of Financial Services (4 half days online)

As the global COVID-19 pandemic continues, we are witnessing an increase in digitalisation and virtualisation. Digital transformation is, for many, a brutal reality. Fintechs disrupt every day and already 60+ unicorns have emerged. Next to this we see market trends like instant payments, focus on digital client journey, consumer lending & and buy now pay later which require seamless and real time processing of data. Financial services will never be the same.

How will you stay relevant for your clients? Is your organisation ready for this new era of digitalisation and instant processing? How will you define your innovation agenda and execution? How do we collaborate with startups and what does it mean for our own organization

This session will examine this reality for executives and for board advisors in the financial ecosystem.

During the master class we will focus on the following four blocks during the two days. In the afternoon of the second day the participant will work together to define and enhance their own innovation theses, based on the theories, input and modules received.

1. Setting the scene overview of the Fintech innovation landscape
2. Innovation Tool Kit - Business model canvas & customer development – design your own innovation thesis
3. What do we see in the financial services as the innovation drivers and enablers eg focus on payments and lending space, examples of non/ near bank providers in different regions.
4. Case innovation thesis and group work

The group size of this interactive course is max of 20 participants as you will also be divided into max five groups of four participants each.

By the end of this Master Class, you will be able to:

- Explain the current trends in financial services
- Appreciate the nature and critical importance of innovation
- The innovation drivers and enablers
- Have a concrete innovation thesis to imbed into own organization

### Audience

Everyone involved in/ or exposed to innovation and feels the need to gain more insight and where to start to operatize innovation. The learners would understand the various use cases of fintech in the financial domain and the main developments and trends.

- Professionals who want to understand new services in finance and technology enablers
- Project and product managers of the banking sector
- Process managers and strategic managers
- Banking Employees from related areas (audit, risk management, ALM, back-office, analysis, marketing....)

The Masterclass will be moderated by Joost Bergen and supported by Kauan von Novack for the Lean Startup methodologies. See their profiles

## Agenda day 1 - Setting the scene Fintech innovation landscape

09.00 – 09.30	Introduction, Starting the scene & expected outcome
09.30 – 10.30	Global overview Fintech & Banking – stay relevant through collaboration and partnership and Q&A session
10.30 – 10.45	Break
10.30 – 10.45	Continue Global overview Fintech & Banking and Q&A session
12.00 – 12.30	Work on Innovation thesis within your group (max five groups of four participants)
12.15 – 12.30	Closing day 1, takeaways and prepare for tomorrow

## Agenda day 2 - lean start-up methodologies

09.00 – 09.30	Lean start-up introduction
09.30 – 10.30	Business model canvas workshop
10.30 – 10.45	Break
10.30 – 11.45	Customer development workshop
11.45 - 11.15	Plot Innovation thesis into business model canvas within your group (max five groups of four participants)
12.15 – 12.30	Closing day 2, takeaways and prepare for tomorrow

### Agenda day 3 - Fintech & Banking – stay relevant through collaboration and partnership

09.00 – 09.30	Recap day 1 & explain and share your group Innovation thesis
09.30 – 10.30	Innovation in the global Payments Space and lending space and group exercise on local experiences and how to get disrupted.
10.30 – 10.45	Break
10.45 – 11.45	Innovation in the global lending space and group exercise on local experiences and how to get disrupted
11.45 - 12.30	Tech and Data the two enablers next to the license to operate

### Agenda day 4 - Fintech & Banking – stay relevant through collaboration and partnership

09.00 – 10.00	Workshop on Startup business models its drivers to change and use cases around the world including feedback and Q&A
10.00 – 10.30	6 min group session to help them on the delivery of the pitch (max five groups of four participants)
10.30 – 10.45	Break
10.45- 11.15	Finalize Pitch and present as a startup
11.15 – 12.00	Deliver 5 min Pitch
12.00 – 12.30	Summarize outcomes Wrap- up and close the training

## Lead Moderator– Joost Bergen

Joost is entrepreneur, investor and Fintech advisor. Owner of a boutique advisory firm in the space of financial services and financial technology.

Has several engagements with technology firms, fintech start-ups for matchmaking, business development and funding. Helping institutions to innovate and collaborate with start-ups. Prior, Joost has been the MD of the startup bootcamp Flagship Fintech & Cybersecurity accelerator program in Europe. He is co-founder of several innovation initiatives.

He is also a lecturer of an executive program at the Amsterdam Business School, mentor of FinTech District in Milano, trainer of transaction banking related trainings of Euromoney, Lead INSEAD mentorship program, moderator of the EBA working group and speaker at industry events.

## Moderator - Kauan von Novack Bio

Kauan is a Strategist with focus in building businesses through strong relationships with partners, proper business development and state-of-the-art marketing techniques.

He worked in 5 different continents with innovation acceleration, strategy, marketing, branding, online optimization and business development. He started and was CMO of a magazine, two TV shows, an ecosystem for fashion brands and two consultancy companies, with activities in the US and South America. Since 2014 active in the Europe with Digital/Innovation Strategy, organizing knowledge events and pushing the boundaries of the industries I work with.

With solid results in more than 8 market segments (including fashion, retail, real estate, politics, media, health, music and IT), his strength is on being able to transform embryo ideas into multimillionaire projects.