**SBP Ideathon 2019**

*Application Form*

*\*The application forms may be submitted in word file or PowerPoint presentation by answering all questions.*

# **1. Applicants’ Information**

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| 1. **Name of applicant**
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| 1. **In case of a startup, please provide name of the startup**
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| 1. **Email address**
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| 1. **CNIC #**
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| 1. **Contact #**
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| 1. **Address**
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| 1. **Profession of applicant? In case of student, please provide the name of your college/university.**
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| 1. **In case of employee, please specify the name of company.**
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| 1. **Are you currently working with any incubation center in Pakistan? If yes, please provide name of your incubator**
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| 1. **Number of team members working on the idea presented in SBP Ideathon 2019?**
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| 1. **Do you own a company?**
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| 1. **Is your company incorporated with SECP?**
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*\*For startups, please provide details of team lead for Question 3-7*

# **2. Key Activities**

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| 1. **Has your company deployed any product/solutions in the market?**
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| 1. **Which of the SBP Ideathon 2019 themes are you applying for?**

*(Multiple themes may be chosen)* |  |

# **3. Proposed Idea**

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| 1. **Idea Summary. Explain your idea in the fintech space, highlighting the innovation element in it and how will it result in disruption for financial inclusion? (Max 100 words).**
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| 1. **Please share a URL of the prototype/ demo of your idea (if any).**
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| 1. **Please provide a YouTube link to a video (less than a minute) which best portrays your idea (if any).**
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| 1. **Why/ how do you think your idea can be commercialized? (max 100 words)**
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| 1. **How is your idea different from products/solutions currently working in the market? (max 100 words)**
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# **4. Customer Segments**

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| 1. **What segment of the society are you targeting (Age, Gender, Location, Income Level, and Education Level)?**
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# **5. Value Proposition**

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| 1. **Please explain how your idea will improve/benefit financial inclusion? (max 100 words)**
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| 1. **Does your idea require Regulatory approvals/ exemptions? (if any)**
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# **6. Commercialization Aspect**

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| 1. **If the idea proposed by you is currently in some development phase for product or service, could you demonstrate the idea/product/solution on final event day?**
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