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## Capgemini and Efma launch Financial NewTech Challenge 2020

***Annual competition showcasing the best Financial NewTechs and collaborative projects in the financial services industry***

Paris, January 17, 2020 – [Capgemini](#) and [Efma](#) today launched the Financial NewTech Challenge 2020, powered by FinTechVisor, which offers an opportunity for NewTechs and financial institutions to showcase their collaborative business solutions to an elite panel of experts and industry influencers. Financial NewTechs are all startup and scaleup<sup>1</sup> firms which provide B2B solutions for financial institutions.

The [Efma-Capgemini Financial NewTech Challenge 2020](#) will recognize and reward the most innovative financial NewTechs alongside the most inspiring collaborative projects between NewTechs and financial institutions. The competition will run from today until April 22, with March 2 being the deadline for submissions. This challenge is powered by [FinTechVisor](#), a global platform that enables FinTechs, InsurTechs, RegTechs and Financial NewTechs to showcase their solutions as well as empowering them with an interactive matchmaking tool to foster new partnerships for them with financial institutions.

*"Building on last year's successful Race to the Top challenge, in 2020 we want to recognize the best Financial NewTechs and their collaborations with financial institutions,"* said Elias Ghanem, Global Head of Market Intelligence for Capgemini's Financial Services. *"Financial NewTechs operate in that B2B sweet spot which has been a focus for Capgemini for the past few years, and this challenge aims to highlight NewTech innovation through collaboration at scale with financial institutions. At Capgemini, we strongly believe that the future of financial services relies on this effective combination to offer the best customer experience."*

NewTechs are invited to submit entries on their innovative solutions in the following three categories:

- Retail Banking
- Payments
- Wealth Management.

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<sup>1</sup> Startups are defined as new firms that are establishing themselves and scaleups are mature startups who have sufficient resources, experiences, and credibility to be able to collaborate with established financial institutions



Additionally, a fourth category focuses on *Financial NewTech Collaboration* inviting NewTechs and financial institutions to jointly submit their most inspiring industrialized collaborative project.

A shortlist of 10 StartUps and 10 ScaleUps applicants in each of the three NewTech categories plus the 10 collaborative financial institution and NewTech applicants will be selected by a committee from Efma and Capgemini, and announced on FinTechVisor on March 16, 2020. From the shortlisted entrants, the winners will be selected by a jury of experts (75% weighting of the vote) and online voting accessible to both financial institutions and NewTechs (25% weighting of the vote). Winners will present their inspiring initiatives at [Efma's Bank + FinTech conference in Berlin](#) on April 22, 2020 to an audience of key decision-makers, senior executives, and major sector players within the industry.

The Efma-Capgemini Financial NewTech Watchlist 2020 will include the top 100 NewTechs from the Challenge, and will be unveiled also at the Efma Bank +FinTech event in Berlin.

*"Since the launch of the FinTechVisor portal, we've built a strong community of innovative FinTech organizations and fostered collaborations with banks,"* said Vincent Bastid, CEO of Efma. *"The Financial NewTech Challenge 2020 develops this further by providing a platform for FinTechs and financial institutions to showcase the strength of their solutions and collaborative projects and benchmark them against those of their peers."*

#### **About Efma**

A global non-profit organization, established in 1971 by banks and insurance companies, Efma facilitates networking between decision-makers. It provides quality insights to help banks and insurance companies make the right decisions to foster innovation and drive their transformation. Over 3,300 brands in 130 countries are Efma members. Headquarters in Paris. Offices in London, Brussels, Andorra, Barcelona, Stockholm, Bratislava, Dubai, Milan, Montreal, Istanbul, Beijing, Tokyo and Singapore. Learn more: [www.efma.com](http://www.efma.com)

#### **About Capgemini**

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion. Visit us at [www.capgemini.com](http://www.capgemini.com). *People matter, results count*