

## **FINTECH INNOVATION SYSTEM**

### **Objective**

The goal of this program is to provide a structured approach to how start-ups are built in Silicon Valley. At the end of the 2-day program, participants will have an understanding of the basic elements of a startup with the characteristics of successful enterprises that can scale. One important element is to equip participants with a deep understanding of Proof of Concept (POC).

### **Outline**

#### **What you will cover in this hands-on 2-day workshop?**

- FinTech Innovation Ecosystem Overview
- Silicon Valley mind-set in building a start-up
- Ideation session
- Developing the business case
- Product-market fit
- Scaling the business
- Elevator pitch

### **Who Should Attend**

Senior managers, Professionals and Advisors interested in understanding the FinTech Start-up Ecosystem and the start-ups' approach to building and growing companies.

### **Methodology**

This is a highly interactive workshop with mini lectures, role-plays and vibrant group discussions. The return on investment is that participants will gain knowledge of how start-ups think, and consider whether they intend to create their own start-up or engage with start-ups in the FinTech ecosystem.

**Duration: 2 days**

**Venue: Singapore University of Social Sciences (formerly known as SIM University)**

**Minimum number to run: 25 participants**

**Certificate of participation is awarded upon 75% attendance for the course**

## Topics

Time	Agenda
<b>Day 1</b>	
09:00 – 09:30	Overview & Introductions
09:30 – 10:15	FinTech Innovation System
10:15 – 10:30	Tea break
10:30 – 11:15	Ideation Session - Working Session: Focus on key problems that can benefit from digital solutions in the FinTech Space
11:45 – 12:15	Developing the Idea - Working Session: Vision
12:15 – 13:15	Lunch
13:15 – 15:00	Product - Working Session: How do you solve this problem and what could a solution look like?
15:00 – 15:15	Tea break
15:15 – 17:00	Business Care - Working Session: Target customers, business model, etc
17:00 – 17:30	Assessment
<b>Day 2</b>	
09:00 – 10:00	Preparation for Customer Validation - Working Session: Product Market Fit
10:00 – 11:00	Customer Validation - Mentor Session: bring in mentors to provide feedback on the idea
11:00 – 11:15	Tea break
11:15 – 12:15	Scaling the business
12:15 – 13:15	Lunch
13:15 – 15:00	Preparing the pitch
15:00 – 15:15	Tea break
15:15 – 17:00	Pitches 10 minutes pitches with 5 mins Q&A
17:00 – 17:30	Assessment

## Requirements

- Attendees have to bring along their own laptop

## Trainers' Profile



**Ian Myles**  
**CEO Area51, Founder LeftCoast**

Ian is a designer-developer by training and has lived & worked in London, San Francisco & Singapore. He ran the frog designs office in Singapore before being relocated to its HQ in Silicon Valley where he built numerous award-winning products and some of the earliest PC- and Mac-based Tablets and ATMs for Disney. He has run facilities for Motorola & built cell phones & Smart phones from scratch. His first foray into mobile payments was funded by Citibank to build NFC & mobile wallets, after which he served as VP Technology Director at JP Morgan Chase in Silicon Valley. He was

recently Head of Payments at SingTel in Singapore.



**Anish Srivastava**  
**CEO Vinaj, Founder LeftCoast**

Anish Srivastava is the founder and CEO of Vinaj, a management consulting services firm providing highly specialized services in commercially viable innovation strategy and execution to Fortune 500 clients as well as start-ups. He serves as a board member and has advisory roles in a number of organizations. Anish is a well-respected speaker, consultant and advisor to start-ups, with a passion for what's next in the exciting digital world across industries.

Most recently, he was leading Citi Ventures' Global Lab Network & Accelerators and, before that, he was a key leader in JP Morgan Chase's Digital Customer Experience & Innovation organization. Prior to this, Anish held various senior & executive positions at start-ups (such as Egreetings, Geodesic, and Lexy), pioneering new consumer-facing mobile services. He also spent 6 years at Orange, initially building the mobile innovation practice in Silicon Valley, and then driving strategic partnerships in London as Director of Business Development. Early in his career, he was part of the development team that built BofA's first online banking website and first credit card website.

Anish graduated from Carnegie Mellon University with a BS in Computer Science and French. His interests include soccer, running, movies, and travel with his family.

## Course Fee

Self-sponsored/Company-sponsored					Company-sponsored
	International Participants	S'poreans and PRs (aged 21 and above)	SkillsFuture Mid-Career Enhanced Subsidy <sup>1</sup> (S'poreans aged 40 and above)	Workfare Training Support <sup>2</sup> (S'poreans aged 35 and above, and earn ≤ \$2,000 per month)	Enhanced Training Support for SMEs <sup>3</sup>
Full course fee (A)	S\$1100	S\$1100	S\$1100	S\$1100	S\$1100
SSG grant (70%) (B)	-	(S\$770)	(S\$770)	(S\$770)	(S\$770)
Nett course fee <b>(A) - (B) = (C)</b>	S\$1100	S\$330	S\$330	S\$330	S\$330
7% GST on nett course fee <b>(D)</b>	S\$77	S\$23.10	S\$23.10	S\$23.10	S\$23.10
Total nett course fee payable, including GST <b>(C) + (D) = (E)</b>	S\$1177	S\$353.10	S\$353.10	S\$353.10	S\$353.10
Less additional funding if eligible under various schemes (F)	-	-	(S\$220)	(S\$275)	(S\$220)
<b>Total nett course fee payable, including GST, after additional funding from the various funding schemes (E) – (F) = (G)</b>	<b>S\$1177</b>	<b>S\$353.10</b>	<b>S\$133.10</b>	<b>S\$78.10</b>	<b>S\$133.10</b>

<sup>1</sup>Mid-Career Enhanced Subsidy

Singaporeans aged 40 and above may enjoy subsidies up to 90% of the course fees.

<sup>2</sup>Workfare Training Support

Singaporeans aged 35 and above (13 years and above for Persons With Disabilities) and earn not more than \$2,000 per month, may enjoy subsidies up to 95% of the course fees.

<sup>3</sup>Enhanced Training Support for SMEs

SME-sponsored employees (Singaporean Citizens and PRs) aged 21 and above may enjoy subsidies up to 90% of the course fees.

- **Participants are required to achieve at least 75% attendance and/or sit and pass any prescribed examinations /assessments or submit any course/project work (if any) under the course requirement.**
- **The course fees are reviewed annually and may be revised. The University reserves the right to adjust the course fees without prior notice.**
- **Singapore University of Social Sciences reserves the right to amend and/or revise the above schedule without prior notice.**

For clarification, please contact the Centre for Continuing and Professional Education (CCPE) via the following:

Telephone: +65 6248 0263

E-mail: [CET@suss.edu.sg](mailto:CET@suss.edu.sg)