

Quesnay

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FEMALE FOUNDERS IN TECH

POWERED BY Quesnay

CALL FOR APPLICATIONS FROM FEMALE FOUNDERS
IN FINTECH/INSURTECH

"What products and solutions have female founders and leaders created that positively impact the financial services and / or insurance industries?"

We are launching a competition that will recognize female founded / co-founded startups with products relevant to Fintech / Insurtech

WHY ARE WE DOING THIS?

- It is no secret that women are underrepresented in the Finance and Insurance industries. Only 5.4% of S&P 500 Finance and Insurance companies have women CEOs.¹
- Additionally, women leaders starting their own business face significant barriers to growth - among the nearly 500 deals closed in the Fintech sector in the US in 2016, less than a dozen went to companies founded by women.²
- However, businesses with women on the executive teams have a 49% higher valuation at the last round of funding than male-founded companies.³
- This added productivity can be harnessed to solve some of the most pressing finance and insurance-related challenges that America faces.

WHO CAN PARTICIPATE?

Startups with a female founder / co-founder / C-Suite leader creating Fintech / Insurtech solutions. *Examples:*

- Topic areas such as lending & saving; digital insurance – creation, access, and distribution for new segments; financial inclusion, wellness, literacy
- Applications / platforms using Blockchain, Artificial Intelligence, Voice Activation, Augmented / Virtual Reality, IoT, and gamification

¹ Catalyst.org (2017)

² Fast Company (2017), KPMG (2016)

³ Babson College (2014)

KEY DATES



WHAT WILL THE WINNERS RECEIVE?

Companies in the top six are finalists and will participate in a final live pitch event in front of judges in New York City. Three winners will be selected from the group of six finalists.

Finalists will receive:

- Advice and Mentorship from industry experts and thought leaders
- Access to \$25,000 worth of Microsoft Azure cloud computing credit
- Introductions to Fintech / Insurtech and women in tech leaders, investors, incubators as appropriate
- Feature placement on www.quesnays.com

Additionally, the three winners will receive:

- **Cash prize:** \$10,000 (first place), \$6,000 (second place), \$4,000 (third place)
- **Business development guidance:** Quesnay will work with each winner post-event to identify a partnership or mentorship opportunity
- **Dedicated blog post**
- **Promotion:** Quesnay will also help promote the brand and work of each winner through our media channels and extensive partnership network. Our network consists of investor community, female leaders in tech, corporates, and prominent universities with entrepreneurial networks

WHERE WILL THE FINAL LIVE PITCH EVENT TAKE PLACE?

Verizon is proud to host Quesnay's Female Founders in Tech final live pitch event in their new [Open Innovation Lab at Alley powered by Verizon](#). In addition to changing the way we discover, consume, and engage with digital media, the Verizon Open Innovation Lab is helping design and build the next generation of media experiences.

QUESTIONS?

Please see our website for a list of FAQs: <https://www.quesnays.com/competitions/>
Additional questions related to the challenge can be directed to femalefounders@quesnays.com

About Quesnay

Quesnay is an innovation consulting firm that works to bridge the gap between traditional firms and the best innovators and emerging young companies, preparing both sides to take advantage of the opportunities created by the ongoing market disruption. Quesnay drives innovation by partnering with companies to solve innovation challenges and has run over 400 competitions with our partner Skild. Innovation competitions drive innovation and growth in large corporations by creating partnerships with new, innovative startups.