AKBANK PoChallenge

Challenge #1: Mobile Banking Touchpoints

- Akbank would like to seek enhancements and solutions to increase:
  - Engagements/interaction per user on the app, especially for younger and elder age groups
  - Higher adoption of suitable products through the app
  - Up-to-dateness of customer information upon approval
- Enhancements can include but are not limited to:
  - Education and learning modules/journeys
    - Open to licensing education content such as investment introduction
  - Gamification of financial products and functions to achieve:
    - Increase in engagement with the app
    - Increase in brand loyalty to the bank
    - Increase in products adoption
    - Increase in data points to understand the bank's clients
  - Any other functions not available on the app or restructuring existing user journey on certain functions.

Challenge #2: Beyond-Banking Ecosystem Generation

- Akbank would like to support its digital solutions further into ancillary business, in the form of ecosystem banking.
- Akbank is seeking solutions that can:
  1. embed more lifestyle-related offerings into the digital banking application
  2. act as complimentary with banking and payment systems by providing any or all of the following;
  - shortening the integration process of different services
  - decreasing the dependence on in-house technical infrastructure or
  - offering a wide network of potential merchants/partners.
- Solutions referenced by global banks, leveraging new technologies and IoT solutions will be prioritized

Challenge #3: Corporate/SME Based Finance Solutions

- Akbank is exploring providing Supply Chain Finance (SCF) for importers and exporters.
- SCF should be able to cater to both domestic invoices (transacting in Turkish Lira) and international contracts (transacting in USD and other currencies).
  - Onboarding of non-Turkish customers, assignment of receivable on a legal basis, authenticity of signatures/approvals, supply and verification of documents should be governed by applicants.
  - Regulatory functions have to be enabled within such as KYB, AML and Travel Rules.
  - There is a special interest in on-premise pre-shipment financing solutions.
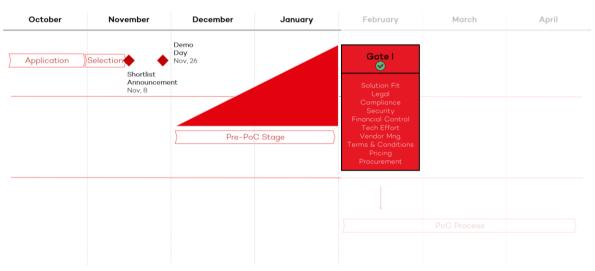
Challenge #4: Reimagining Finance

- Akbank is seeking solutions that change the way finance works and meets the client needs of the future.
- This category allows applicants to think beyond traditional scope of banking and finance.
- It welcomes any innovative ideas and solutions that introduce new dimensions to the industry even if they are not currently part of banking applications.
- Applications with products and services that already exist and currently used successfully by other financial institutions are prioritized.
- MVP should be suitable for running a proof of concept project and value proposition should be differentiated from other challenges.

Challenge #5: Artificial Intelligence for Good   POWERED BY ■■ Microsoft

- Akbank and Microsoft are looking for AI-based projects for social good.
- These projects will be supported by both parties and published on partner platforms.
- It will also be possible to turn finance-related solutions into projects within the Akbank.
- Solution must be tackling an underlying problem of the Sustainable Development Goals' frameworks given below:
  - o SDG3: Good Health & Wellbeing
  - o SDG5: Gender Inequality
  - o SDG7: Affordable and Clean Energy
  - o SDG8: Decent Work and Economic Growth
  - o SDG9: Industry, Innovation and Infrastructure
  - o SDG10: Reduced Inequalities
- Applicants are welcomed to work on focus areas of Microsoft as stated AI for Good Lab.
- Please visit ReFi Türkiye for further program favors.

In Akbank PoChallenge, selected companies collaborate intensively to develop paid proof-of-concept (PoC) projects with Akbank LAB

AKBANK LAB