

IFI

Student Entrepreneurship

Student Innovation Competition

5/9/2023

Amnon Dekel & Shir Kahanov

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The HUJI Core Team

Dr. Amnon Dekel

Dr. Dan Marom

Shir Kahanov

Liran Shoseyov

The Hebrew University Jerusalem

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- Part of **WP4** (thank you to Marge Täks & Aleksandra Kekkonen and to our Bezalel partners)
- We developed an **Introduction to Sustainable Finance Module** for the IFI Consortium (Kahanov, Shoseyov, Marom, Dekel) to be used in existing courses.



בית הספר למנהל עסקים באוניברסיטה העברית
THE HEBREW UNIVERSITY BUSINESS SCHOOL
BE RELEVANT. INNOVATE. MAKE AN IMPACT



ASPHER-HUJI
INNOVATE
חדשנות ויזמות בעברית

INCLUSIVE FINANCE INNOVATION

Shir Kahanov
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- About the Module: Shir Kahanov

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- The module was used in **12 courses** (UD-5, THC-2, SAP-2, MTA-2, HUJI-1)
- At the end of the Module, **students were invited to take part in the Innovation Competition** and present their own ideas for **SF products and services**.
- Students worked **within their own institutions** with their lecturers serving as advisors.

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- Students had time to develop their **pitches** using a **template offered by the team**.
- Each course was allowed to enter **one project** to the competition. Submission was via Google Forms.
- **12 teams** participated (UD-5, THC-2, SAP-2, MTA-2, HUJI-1)
- The competition was held on **Zoom** to enable all institutions who wanted to take part.
- **Judges** included IFI leadership and subject matter experts. Judges were not allowed to judge their own institutions.

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The Judges

- 1. Dr. Aya Navon,** Expert in Social innovation, Complexity & System change, Impact assessment
- 1. Ofer Flynn,** Expert in Social innovation, Impact Strategy, ESG & Purpose- driven innovation
- 1. Dr. Vered Holzmann,** MTA
- 2. Dr. Aleksandra Kekkonen,** EBS
- 3. Dr. Rachel Calipha,** MTA

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The Judges

1. Judges used in an online spreadsheet to grade the teams according to the guidelines.

	Team #1	Team #2	Team #3	Team #4	Team #5	Team #6	Team #7	Team #8	Team #9	Team #10	Team #11	Team #12	Total
Section 1- Overall Value of the Business Idea													
It is to get us to understand the value of their idea for a solution in regard to inclusive finance, within 3-minutes, about the suggested idea and how he/she delivers the information (e.g. clear, knowledgeable, enthusiastic, etc.).													
Please write one short sentence that summarizes your impression of the presentation													
Section 2- Pitch Content													
Ranking for each of the criteria depending on the information provided or not provided by the team. Ranking is from weak (0) to exceptional (10).													
We expect teams to include details pertaining to the Main Criteria within their 3-minute presentation. They may address the additional criteria (optional), but these items aren't strictly required. If a team has failed to address one of the main criteria items please rank that item as zero (0).													
Information about the problem (pain point)													23
How is the project related to inclusive finance													32
Idea/solution information; How it solves problem (value proposition)													27
Is the impact of the solution measurable?													18
The idea is described in a way that is memorable													26
How is the solution/idea innovative?													25
Optional. Mention of pricing strategy or business model													3
Optional. Competition and competitive advantage													8
Optional. The market and its size													8
Optional. Leadership team and background (expertise) - brief introduction													10
Optional. Potential for growth and scalability or commercialization potential of the idea													10
Optional. Specific indicators to measure impact													3
Pitch Delivery Criteria													
Ranking is from weak (0) to exceptional (10).													
Told a story (not a list)													16
Provided examples													12
Spoke clearly, used easy to understand language													21
Enthusiastic, passionate about the idea, full of energy													21
Designed poster conveys message													14
Section 3 - Feedback													
Feedback to share with presenters (what went well, what could be improved)													
Main (0-60) 70%													151
Optional (0-60) 10%													42
Delivery (0-50) 20%													84
Final (0-58) - winner with max points is marked in green													26.7
													675

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The PROCESS

1. Each team had up to 10 minutes to present:
 - a. Video Presentation: **3 Min.**
 - b. Q&A: **5 Min**
 - c. Buffer: **2 Min**
2. After All teams presented, Judges recessed for 10 minutes.
3. Judges rejoined and Winners were Announced
4. All participants received a Certificate of Participation

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- Competition Schedule

Time	Item	
9:45	Zoom Opens	
10:00	Amnon and Shir open the Conference and invite IFI leadership to say a few words	
10:20	Banconeta	UD 1
10:30	EconSmart	SAP 1
10:40	Renewable energy with the help of cyanobacteria	THC 1
10:50	Elkarko	UD 2
11:00	Credibell	HUJI
11:10	Health Saving App	MTA 1
11:20	Fikinance	UD 3
11:30	FAIR	SAP 2
11:40	Women are	UD 4
11:50	Organzone	THC 2
12:00	Dofkot Cheshbon (Women's Financial Beat)	MTA 2
12:10	Economy for Minority	UD 5
12:20	Presentations done - Judges recess to breakout room	
12:35	Winner are announced and presented.	
12:50	Closing remarks and Thanks	

IFI - Student Innovation Competition



A comprehensive payment processing solution for SMBs.

June 8, 2023 Online

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Duesto University

Use number of miles traveled in rural areas to get financial services (focus on elderly)

June 8, 2023 Online

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Bank for the unbanked, # of unbanked using the service

June 8, 2023 Online

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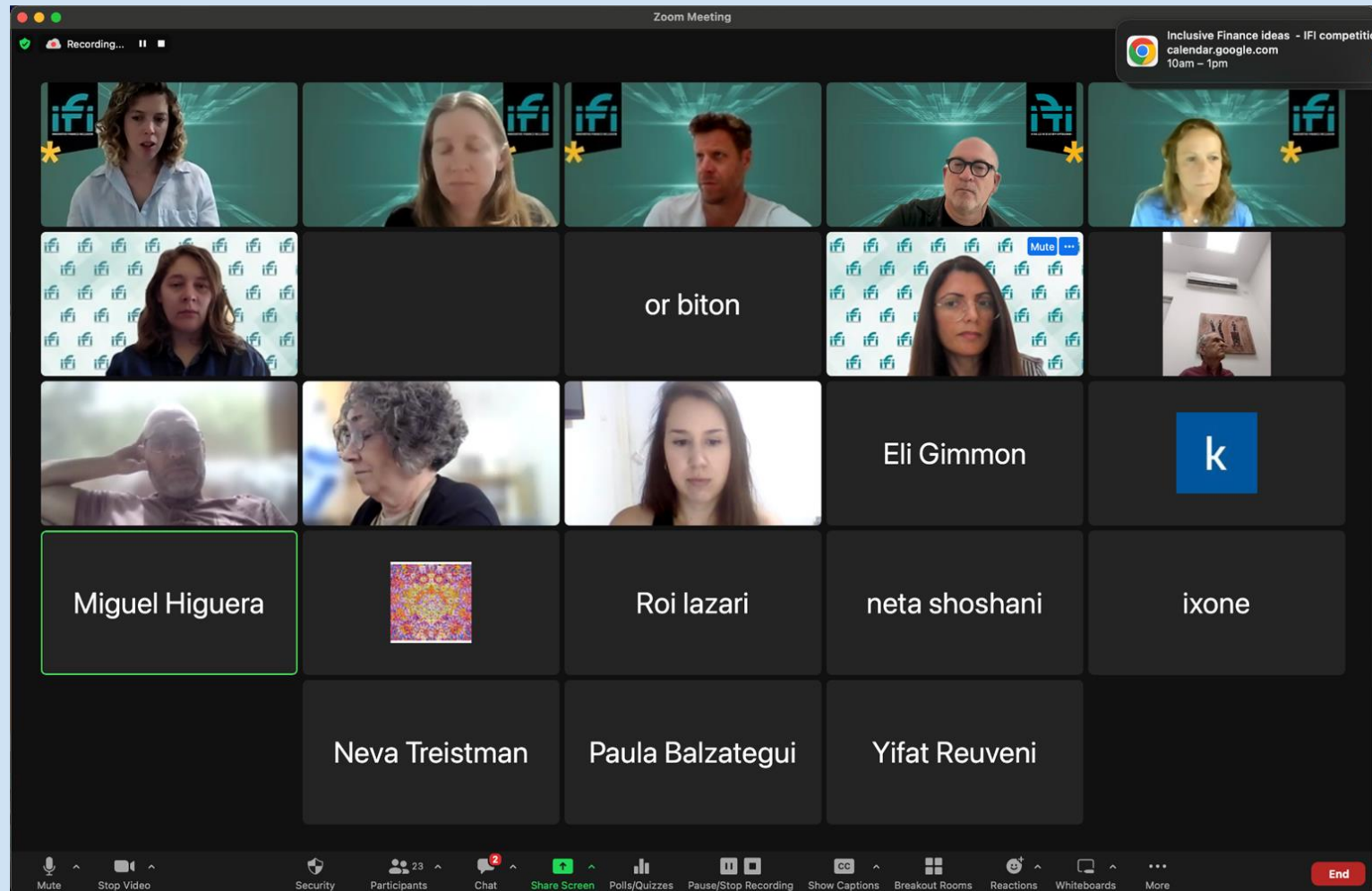


Tackling the Arab sector mortgage market failure (an app providing an information regarding the building rights and etc.)

June 8, 2023 Online

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- The competition was **Recorded** and made available to the public.



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TAKE AWAYS

1. Participation was important, but scheduling lowered the amount of participation
2. International and cultural diversity is important and should be strengthened
3. Level of education, age and life experience has an effect
4. The more courses, the better (internal competition), but still we would have liked to see more teams
5. Consider offering motivational prizes (bonus points, credits, cash prize...)
6. We did not see enough innovative ideas
7. A module is good, but probably not enough to generate deep thinking and innovative ideas. A full course will probably generate more innovation, but this hypothesis needs to be tested.
8. A zoom conference, while enabling participation, is not optimal