



The Money Awards Rulebook 2025

THE CATEGORIES

**THE
MONEY
AWARDS**



Contents

THE MONEY AWARDS 2025
GUIDE TO ENTERING

STARTUP	03
BANKING	08
PAYMENTS	13
PARTNERSHIPS & STRATEGIC ALLIANCE	18
DIAMOND	20
HOW TO CRAFT YOUR ENTRY	21
GETTING READY TO ENTER	22
SUPPORTING MATERIAL GUIDELINES	26

Startup

The Startup Award celebrates ground-breaking innovation, technology and problem solving for early and growth stage startups.

- To be eligible for this award your startup must have been in operation for less than 5 years. Any startup with incorporation dates before January 1, 2020 will not be accepted.
- For Startups, the eligibility dates are January 1, 2024 - June 30, 2025. The work being judged should have first been implemented within this eligibility period. Exceptionally, category D04. Sustained Success has an eligibility period of July 1, 2022 - June 30, 2025.
- Technology entered may be at prototype/pre-production stage but pre-development ideas/concepts are not eligible.
- The same piece of work can either enter into Section A. Early Stage or Section B. Growth Stage. However, the same piece of work may only be entered a maximum of two times in 'A. Early Stage' or 'B. Growth Stage'.
- All client testimonial videos and demo films must be subtitled in English.

<h2>A. Early Stage</h2> <p>The work in this section are in Seed to Series A stage funding. The work must still be demonstrable, concepts alone will not be permitted. *You may enter the same piece of work a maximum of two times in Section A. Early Stage</p>	<h2>Materials</h2>
<h3>A01. Banking</h3> <p>Early stage startups that focus on providing innovative financial services or products, leveraging technology to disrupt traditional banking models. These startups aim to solve specific pain points in the banking sector, such as improving user experience, increasing accessibility, reducing costs, or enhancing security.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<h3>A02. Payments & Commerce</h3> <p>Early stage startups that focus on developing innovative solutions for facilitating financial transactions and enhancing the buying and selling of goods and services. These startups typically leverage technology to create more efficient, secure, and user-friendly payment systems, e-commerce platforms, or other related services that disrupt traditional models.</p>	
<h3>A03. Fraud</h3> <p>Early stage startups that focus on developing innovative technologies and solutions to prevent, detect, and mitigate fraudulent activities in various industries. These startups typically use advanced techniques such as AI, machine learning and big data analytics to identify and combat different types of fraud, including financial fraud, identity theft, etc...</p>	
<h3>A04. Infrastructure</h3> <p>Early stage startups that have made significant contributions to the development and enhancement of the underlying infrastructure that supports the fintech ecosystem. The work should demonstrate innovative, scalable, and reliable infrastructure solutions that enable fintech services and products to operate efficiently and securely.</p>	
<h3>A05. RegTech & SupTech</h3> <p>Early stage startups that leverage advanced technology to enhance regulatory compliance and supervisory processes within financial institutions and regulated industries. These startups aim to streamline and automate the often complex and resource-intensive tasks associated with compliance and supervision, reducing costs and risks while improving efficiency and accuracy.</p>	
<h3>A06. Novel technologies</h3> <p>Early stage startups that focus on developing and bringing to market new and innovative technologies that have not been widely implemented or commercialised before. These technologies often represent significant advancements over existing solutions, or they may introduce entirely new concepts or approaches in their respective fields.</p>	

<p>A07. Wealth & Pension</p> <p>Early stage startups creating innovative solutions in wealth management, retirement planning, and pension services. These startups aim to modernize and improve how individuals and institutions manage, grow, and secure their financial assets. This may include, but is not limited to, AI-driven financial planning, digital investment platforms, embedded wealth solutions, robo-advisory services, and sustainable investment tools that enhance accessibility and personalization.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>A08. AML, Identity & KYC</p> <p>Early stage startups focused on developing technologies and solutions that help businesses and financial institutions comply with Anti-Money Laundering (AML) regulations, verify the identity of their customers, and conduct Know Your Customer (KYC) processes. These startups aim to enhance security, reduce fraud, and ensure regulatory compliance.</p>	
<p>A09. Lending</p> <p>Early stage startups focused on developing innovative platforms or services to facilitate the borrowing and lending of money. These startups aim to streamline the lending process, making it more accessible, efficient, and user-friendly for both borrowers and lenders, often leveraging technology to disrupt traditional lending models, offering alternative solutions to traditional bank loans.</p>	
<p>A10. Climate-related Financial Risk</p> <p>Early stage startups who provide clients with enhanced risk measurement and evaluation capabilities to help clients better quantify, manage and report climate-related risks and opportunities. This may include, but is not limited to, advancements in ESG data analytics, carbon credit marketplaces, and climate-resilient investment platforms.</p>	
<p>A11. Corporate Purpose & Social Responsibility</p> <p>Early stage startups that embed social responsibility into their DNA. This may include, but is not limited to, developing financial products or services aimed at underserved communities, ethical investing, climate-conscious fintech solutions, or technology designed to improve economic equity.</p>	
<p>A12. Digital Assets</p> <p>Early stage startups focused on leveraging digital assets or blockchain technologies to disrupt traditional financial models. These startups aim to accelerate growth, improve customer access, and reduce operational costs while maintaining compliance with financial regulations.</p>	

<h2>B. Growth Stage</h2> <p>The work in this section are Series B to Series D stage funding. *You may enter the same piece of work a maximum of two times in Section B. Growth Stage</p>	<h2>Materials</h2>
<p>B01. Banking</p> <p>Growth stage startups that focus on providing innovative financial services or products, leveraging technology to disrupt traditional banking models. These startups aim to solve specific pain points in the banking sector, such as improving user experience, increasing accessibility, reducing costs, or enhancing security.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG
<p>B02. Payments & Commerce</p> <p>Growth stage startups that focus on developing innovative solutions for facilitating financial transactions and enhancing the buying and selling of goods and services. These startups typically leverage technology to create more efficient, secure, and user-friendly payment systems, e-commerce platforms, or other related services that disrupt traditional models.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video
<p>B03. Fraud</p> <p>Growth stage startups that focus on developing innovative technologies and solutions to prevent, detect, and mitigate fraudulent activities in various industries. These startups typically use advanced techniques such as AI, machine learning and big data analytics to identify and combat different types of fraud, including financial fraud, identity theft, etc...</p>	<p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG
<p>B04. Infrastructure</p> <p>Growth stage startups that have made significant contributions to the development and enhancement of the underlying infrastructure that supports the fintech ecosystem. The work should demonstrate innovative, scalable, and reliable infrastructure solutions that enable fintech services and products to operate efficiently and securely.</p>	
<p>B05. RegTech & SupTech</p> <p>Growth stage startups that leverage advanced technology to enhance regulatory compliance and supervisory processes within financial institutions and regulated industries. These startups aim to streamline and automate the often complex and resource-intensive tasks associated with compliance and supervision, reducing costs and risks while improving efficiency and accuracy.</p>	
<p>B06. Novel technologies</p> <p>Growth stage startups that focus on developing and bringing to market new and innovative technologies that have not been widely implemented or commercialised before. These technologies often represent significant advancements over existing solutions, or they may introduce entirely new concepts or approaches in their respective fields</p>	
<p>B07. Wealth & Pension</p> <p>Growth stage startups creating innovative solutions in wealth management, retirement planning, and pension services. These startups aim to modernize and improve how individuals and institutions manage, grow, and secure their financial assets. This may include, but is not limited to, AI-driven financial planning, digital investment platforms, embedded wealth solutions, robo-advisory services, and sustainable investment tools that enhance accessibility and personalization.</p>	
<p>B08. AML, Identity & KYC</p> <p>Growth stage startups focused on developing technologies and solutions that help businesses and financial institutions comply with Anti-Money Laundering (AML) regulations, verify the identity of their customers, and conduct Know Your Customer (KYC) processes. These startups aim to enhance security, reduce fraud, and ensure regulatory compliance.</p>	

<p>B09. Lending</p> <p>Growth stage startups focused on developing innovative platforms or services to facilitate the borrowing and lending of money. These startups aim to streamline the lending process, making it more accessible, efficient, and user-friendly for both borrowers and lenders, often leveraging technology to disrupt traditional lending models, offering alternative solutions to traditional bank loans.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>B10. Mergers & Acquisitions</p> <p>Growth stage startups focused on developing innovative solutions or platforms to facilitate, streamline, and optimise the process of mergers, acquisitions, and other forms of corporate restructuring. These startups focus on leveraging technology and expertise to assist companies, private equity firms, and investment banks in managing the complexities of M&A transactions.</p>	
<p>B11. Risk Management</p> <p>Growth stage startups focused on developing innovative solutions and technologies to help organisations identify, assess, mitigate, and monitor risks. These risks can span various areas, including financial, operational, strategic and compliance. The aim of these startups is to provide tools and services that enhance an organisation's ability to manage uncertainties and protect against potential threats.</p>	
<p>B12. Corporate Purpose & Social Responsibility</p> <p>Growth stage startups that embed social responsibility into their DNA. This may include, but is not limited to, developing financial products or services aimed at underserved communities, ethical investing, climate-conscious fintech solutions, or technology designed to improve economic equity.</p>	
<p>B13. Digital Assets</p> <p>Growth stage startups that have leveraged digital assets or blockchain technologies to disrupt traditional financial models. These startups aim to accelerate growth, improve customer access, and reduce operational costs while maintaining compliance with financial regulations.</p>	

<p>C. Startup Partnerships</p> <p>Startup partnerships that have been brought to life through agility, innovation, and fresh perspectives to drive new growth, create breakthrough solutions, or disrupt traditional markets.</p>	<p>Materials</p> <p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>C01. Partnership between Early Stage Startups</p> <p>Partnerships between early stage startups that demonstrate innovation, synergy and mutual growth. The work should demonstrate how the partnership has successfully leveraged each other's strengths to create significant value, overcome challenges or achieve business objectives.</p>	
<p>C02. Partnership between Early Stage and Growth Startup</p> <p>Partnership between an early stage and growth stage startup that has significantly contributed to the success of both organisations. The work should demonstrate how the strategic collaboration between startups at different stages of development can lead to innovative solutions, accelerated growth and mutual benefits.</p>	
<p>C03. Partnerships between Growth Startups</p> <p>Partnerships between growth stage startups that demonstrate innovation, synergy and mutual growth. The work should demonstrate how the partnership has successfully leveraged each other's strengths to create significant value, overcome challenges or achieve business objectives.</p>	

<h2>D. Growth & Expansion</h2> <p>The work in this section celebrates startups that showcase growth, scaled operations, expanded market presence, and achieved significant milestones in revenue, customer acquisition, or product development.</p>	<h2>Materials</h2>
<p>D01. Launch</p> <p>A launch, expansion or significant product roll out that led to substantial business growth. The work should demonstrate excellence in scaling operations, entering new markets or launching new products or services, driving significant business impact.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>D02. Cross Border Expansion</p> <p>Startups that have successfully expanded their operations into new international markets. The work should demonstrate strategic vision, adaptability and operational excellence in navigating the challenges of cross border expansion, while achieving business growth.</p>	
<p>D03. Business Growth (Instant Impact)</p> <p>Startups that have shown rapid and significant growth shortly after launch. The work should demonstrate how the startup has quickly scaled their operations, expanded their market presence, or achieved substantial milestones in a relatively short time frame.</p>	
<p>D04. Sustained Success</p> <p>Startups that have shown consistent growth, resilience, and ongoing success over a longer period, typically beyond the initial phase of rapid growth that a startup may experience. The work should demonstrate how the startup has not only launched successfully but has managed to maintain and build on their success.</p> <p><i>There is an increased eligibility for this category of 3 years: July 1, 2022 - June 30, 2025.</i></p>	

<h2>E. Financial Inclusion</h2>	<h2>Materials</h2>
<p>E01. Financial Inclusion</p> <p>Innovative solutions that provide underserved or marginalised groups with greater access to financial services. This may include, but is not limited to, efforts in offering affordable banking, credit, insurance, savings, or payment services to those traditionally excluded from the financial system.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG

Banking

The Banking Award celebrates banking brands, solutions, product application, partnerships and customer experience.

- For Banking, the eligibility dates are January 1, 2024 - June 30, 2025. The work being judged should have first been implemented within this eligibility period. Exceptionally, categories B02. Sustained Success and C03. Internal Transformation have eligibility periods of July 1, 2022 - June 30, 2025.
- The same piece of work can enter into Section A. Application. However, the same piece of work may only be entered a maximum of two times in Section A. Application.
- All client testimonial videos and demo films must be subtitled in English.

<h2>A. Application</h2> <p>The work in this section celebrates the use of products, solutions and services that solve a specific business or customer need within banking, including, but not limited to, the use of external products, in-house developments, innovative use of tools, new solutions, etc. *You may enter the same piece of work a maximum of two times in Section A. Application.</p>	<h2>Materials</h2>
<h3>A01. Infrastructure</h3> <p>Banks, financial institutions, or fintech companies that have made significant contributions to the development and enhancement of the underlying infrastructure that supports the fintech ecosystem. The work should demonstrate innovative, scalable, and reliable infrastructure solutions that enable fintech services and products to operate efficiently and securely.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<h3>A02. UX</h3> <p>Solutions that prioritise the needs, preferences, and behaviours of users, delivering seamless, intuitive, and engaging digital experiences that enhance customer satisfaction and loyalty.</p>	
<h3>A03. Real Time Payments</h3> <p>Solutions that have made significant advancements in enabling instant, seamless, and secure payment transactions. This may include, but is not limited to, instantaneous payment processing, 24/7 availability etc..</p>	
<h3>A04. Open Banking</h3> <p>Institutions, fintech companies, or other organizations who have significantly contributed to the development and implementation of open banking to enhance financial accessibility, improve data-driven services, and foster collaboration between financial institutions and third-party providers. This may include, but is not limited to, API integrations that facilitate secure data sharing, open banking-enabled lending platforms, and personalized financial management tools driven by open data.</p>	
<h3>A05. Embedded Finance</h3> <p>Institutions, fintech companies, or other organizations who have successfully developed and implemented embedded finance solutions to enable seamless financial transactions within non-financial platforms. This may include, but is not limited to, embedded payment solutions, integrated lending and credit offerings, on-demand insurance, and innovative 'Buy Now, Pay Later' (BNPL) models.</p>	
<h3>A06. Fraud</h3> <p>Solutions that have made significant contributions to preventing, detecting, and mitigating fraud within the banking industry. The work should demonstrate innovative approaches and technologies that help safeguard financial transactions, protect customer data, and maintain the integrity of financial systems.</p>	

<p>A07. Cyber Security</p> <p>Financial institutions, technology companies, or cybersecurity companies that have demonstrated outstanding efforts in protecting banking systems, customer data, and financial transactions from cyber threats. The work should demonstrate how the organisation has implemented innovative and effective cybersecurity measures, setting a high standard for security in the banking industry.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>A08. AML, Identity & KYC</p> <p>Banking brands focused on developing technologies and solutions that help businesses and financial institutions comply with Anti-Money Laundering (AML) regulations, verify the identity of their customers, and conduct Know Your Customer (KYC) processes. The work should demonstrate how the brand has aimed to enhance security, reduce fraud, and ensure regulatory compliance.</p>	
<p>A09. Novel technologies</p> <p>Groundbreaking technological innovations within the banking sector. The work should demonstrate the development and successful implementation of new technologies that significantly enhance banking operations, customer experiences, or industry practices.</p>	
<p>A10. Onboarding</p> <p>Financial institutions, or fintech companies that have excelled in the process of bringing new customers on board. The work should demonstrate how these companies have developed and implemented efficient, user-friendly, and innovative onboarding processes, ensuring a smooth transition for new customers into their services.</p>	
<p>A11. Personalisation</p> <p>Banks, financial institutions, or fintech companies that excel in delivering highly personalised banking experiences to their customers. This may include, but is not limited to, the use of advanced technologies, data analytics, innovative strategies to tailor products, services, and interactions to the individual needs and preferences of customers.</p>	
<p>A12. Business banking</p> <p>Banks, financial institutions, or fintech companies that have demonstrated excellence in providing banking services tailored to businesses. The work should demonstrate how the bank, financial institution, or fintech company has provided outstanding products, services, and support specifically designed to meet the financial needs of small, medium, and large enterprises.</p>	
<p>A13. RegTech & SupTech</p> <p>Brands that leverage advanced technology to enhance regulatory compliance and supervisory processes within financial institutions and regulated industries. The work should show how often complex and resource-intensive tasks associated with compliance and supervision have been streamlined or automated, reducing costs and risks while improving efficiency and accuracy.</p>	
<p>A14. Wealth Management</p> <p>Banks, financial institutions, wealth management firms, or fintech companies that excel in providing exceptional wealth management, retirement planning, and pension services. The work should demonstrate how the organization has offered comprehensive, personalized, and innovative solutions to help clients manage, grow, and secure their financial assets. This may include, but is not limited to, digital investment platforms, AI-driven advisory, hybrid banking-wealth solutions, and the seamless integration of digital assets into traditional investment offerings.</p>	

<p>A15. Lending</p> <p>Financial institutions, banks, or fintech companies that have demonstrated exceptional performance, innovation, or impact in the field of lending. This may include, but is not limited to, providing loans or credit to individuals, businesses, or other entities, innovation, accessibility, and overall contribution to financial inclusion and economic growth.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>A16. Loyalty</p> <p>Financial institutions, banks, or fintech companies that have provided exceptional loyalty initiatives and programmes in the banking sector. This may include, but is not limited to, cashback programmes, fee waivers and discounts, exclusive access programmes, etc.</p>	
<p>A17. Digital Assets</p> <p>Financial institutions, banks, or fintech companies that have integrated digital assets into core banking services, such as payments, settlements, or cross-border transactions. The work should demonstrate increased efficiency, faster transaction processing, and reduced costs, with an emphasis on regulatory compliance and industry impact.</p>	

<p>B. Impact</p> <p>The work in this section will celebrate the effectiveness of banking solutions or services to deliver business and consumer success.</p>	<p>Materials</p>
<p>B01. Commercial Impact</p> <p>Solutions and initiatives that have had a clear, positive and lasting commercial impact on a bank or financial institution often leading to long term growth and competitive advantage in the banking sector.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>B02. Sustained Success</p> <p>Financial institutions, banks, or fintech companies that have shown consistent growth, resilience, and ongoing success over an extended period. This may include, but is not limited to, financial performance, customer satisfaction, operational excellence etc.</p> <p><i>There is an increased eligibility for this category of 3 years: July 1, 2022 – June 30, 2025.</i></p>	
<p>B03. Financial Inclusion</p> <p>Innovative solutions that provide underserved or marginalised groups with greater access to financial services. This may include, but is not limited to, efforts in offering affordable banking, credit, insurance, savings, or payment services to those traditionally excluded from the financial system. The work should demonstrate the impact the solution has had on a particular group or community.</p>	
<p>B04. Risk Management</p> <p>Solutions that enable financial institutions to effectively measure, manage, and mitigate risk across core financial operations. This may include, but is not limited to, innovations in credit risk modeling, liquidity risk management, regulatory compliance solutions, and climate-related financial risk evaluation tools.</p>	

<h2>C. Strategy & Corporate Innovation</h2> <p>The work in this section will celebrate exceptional strategic vision and innovation in corporate practices. This may include, but is not limited to, innovative approaches to market expansion, digital transformation, product development, corporate restructuring, etc.</p>	<h2>Materials</h2>
<h3>C01. Mergers & Acquisitions</h3> <p>Financial institutions, banks, or fintech companies that have demonstrated exceptional creativity and forward thinking in executing mergers and acquisitions or strategic partnerships. The work should demonstrate how innovation in various aspects of the M&A process has led to positive outcomes for the bank and its stakeholders.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG
<h3>C02. Research & Development</h3> <p>Financial institutions, banks, or fintech companies that have made significant contributions to the banking sector through innovative R&D initiatives. This may include, but is not limited to, innovation in products and services, process improvement, customer-centric innovations etc.</p>	
<h3>C03. Internal Transformation</h3> <p>Financial institutions, banks, or fintech companies that have successfully led or implemented a significant internal transformation within a bank. This may include, but is not limited to, the overhaul and improvement of internal processes, culture, technology or organisational structure.</p> <p><i>There is an increased eligibility for this category of 3 years: July 1, 2022 – June 30, 2025.</i></p>	

<h2>D. Customer Experience</h2>	<h2>Materials</h2>
<h3>D01. Customer Experience</h3> <p>Initiatives focusing on user-centric design, seamless service delivery, personalised experiences, and overall customer satisfaction. This may include, but is not limited to, the ability to solve customer pain points, the use of data and insights to personalise experiences, and the measurable improvements in customer engagement and loyalty.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG

<h2>E. Culture & Context</h2> <p>The work in this section will celebrate work that is shaped by cultural insights and influenced by regional context.</p>	<h2>Materials</h2>
<h3>E01. Challenger Brand</h3> <p>Banking brands that disrupt their industry or market by challenging the status quo and larger competitors.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG
<h3>E02. Borderless Payments</h3> <p>Fintech companies, financial institutions, or payment providers that have made significant contributions to the development and enhancement of cross-border payment solutions. The work should demonstrate innovation, speed, cost efficiency, and security in enabling seamless international transactions. Solutions that improve financial accessibility, reduce friction in global payments, and support the growing demand for instant, transparent, and inclusive cross-border financial services.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video
<h3>E03. Corporate Purpose & Social Responsibility</h3> <p>Banks, financial institutions, or fintech companies that demonstrate a strong commitment to social, environmental, and ethical responsibility. This may include, but is not limited to, integrating sustainability into banking operations, championing financial inclusion, implementing ethical business practices, and engaging in impactful community initiatives.</p>	<p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG

Payments

The Payments Award celebrates payments product application, partnerships and customer experience.

- For Payments, the eligibility dates are January 1, 2024 - June 30, 2025. The work being judged should have first been implemented within this eligibility period. Exceptionally, categories C02. Sustained Success and D03. Internal Transformation have eligibility periods of July 1, 2022 - June 30, 2025.
- The same piece of work can either enter into Section A. Payments Application or Section B. Commerce. However, the same piece of work may only be entered a maximum of two times in 'A. Payments Application' or 'B. Commerce'.
- All client testimonial videos and demo films must be subtitled in English.

<h2>A. Payments Application</h2> <p>The work in this section will celebrate the use of payments products, solutions and services that solves a specific business or customer need within payments including, but not limited to, the use of external products, in-house developments, innovative use of tools, new solutions etc..</p> <p>*You may enter the same piece of work a maximum of two times in Section A. Payments Application.</p>	<h2>Materials</h2>
<h3>A01. Infrastructure</h3> <p>Payment companies that have made significant contributions to the development and enhancement of the underlying infrastructure that supports the payments ecosystem. The work should demonstrate innovative, scalable, and reliable infrastructure solutions that enable payment services and products to operate efficiently and securely.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<h3>A02. UX</h3> <p>Payment solutions that prioritise the needs, preferences, and behaviours of users, delivering seamless, intuitive, and engaging digital experiences that enhance customer satisfaction and loyalty.</p>	
<h3>A03. Real Time Payments</h3> <p>Solutions that have made significant advancements in enabling instant, seamless, and secure payment transactions. This may include, but is not limited to, instantaneous payment processing, 24/7 availability etc..</p>	
<h3>A04. Fraud</h3> <p>Solutions and initiatives that enhance the security of payment transactions, protect consumers and businesses from fraudulent activities, and contribute to the overall trust and integrity of the payment ecosystem.</p>	
<h3>A05. Cyber Security</h3> <p>Financial institutions, technology companies, or cybersecurity companies that have demonstrated outstanding achievement in securing digital payment systems, protecting sensitive financial data and ensuring the integrity of online commerce.</p>	
<h3>A06. AML, Identity & KYC</h3> <p>Payments companies that have excelled in the implementation of Anti-Money Laundering (AML) regulations, identity verification and Know Your Customer (KYC) processes. The work should demonstrate any achievements that have enhanced security, regulatory compliance and customer trust within the payments ecosystem.</p>	
<h3>A07. Novel technologies</h3> <p>Groundbreaking technological innovations within the payments sector. The work should demonstrate the development and successful implementation of new technologies that significantly enhance payment operations, customer experiences, or industry practices.</p>	

<p>A08. Onboarding</p> <p>Payment companies that have excelled in the process of bringing new customers on board. The work should demonstrate how these companies have developed and implemented efficient, user-friendly, and innovative onboarding processes, ensuring a smooth transition for new customers into their services.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>A09. Personalisation</p> <p>Payment companies that excel in delivering highly personalised transactional experiences to their customers. This may include, but is not limited to, the use of advanced technologies, data analytics, innovative strategies to tailor products, services, and interactions to the individual needs and preferences of customers.</p>	
<p>A10. RegTech & SupTech</p> <p>Brands that leverage advanced technology to enhance regulatory compliance and supervisory processes. The work should show how often complex and resource-intensive tasks associated with compliance and supervision have been streamlined or automated, reducing costs and risks while improving efficiency and accuracy.</p>	
<p>A11. Loyalty</p> <p>Payment service providers companies that have provided exceptional loyalty initiatives and programmes in the payments sector. This may include, but is not limited to, cashback programmes, discounts, exclusive access programmes etc.</p>	
<p>A12. Digital Assets</p> <p>Payment companies that have transformed payment infrastructures using digital assets, enabling faster, cost effective, and more secure transactions. The work should demonstrate advancements in cross-border payments, digital wallets, and blockchain-powered solutions, with a focus on compliance and scalability.</p>	

<p>B. Commerce</p> <p>The work in this section will celebrate the use of commerce products, solutions and services that solve a specific business or customer need within commerce including, but not limited to, the use of external products, in-house developments, innovative use of tools, new solutions etc..</p> <p>*You may enter the same piece of work a maximum of two times in Section B. Commerce.</p>	<p>Materials</p> <p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>B01. Infrastructure</p> <p>Commerce companies that have made significant contributions to the development and enhancement of the underlying infrastructure that supports the commerce ecosystem. The work should demonstrate innovative, scalable, and reliable infrastructure solutions that enable commerce services and products to operate efficiently and securely.</p>	
<p>B02. UX</p> <p>Commerce solutions that prioritise the needs, preferences, and behaviours of users, delivering seamless, intuitive, and engaging digital experiences that enhance customer satisfaction and loyalty.</p>	
<p>B03. Real Time Payments</p> <p>Commerce solutions that have made significant advancements in enabling instant, seamless, and secure payment transactions. This may include, but is not limited to, instantaneous payment processing, 24/7 availability etc</p>	
<p>B04. Fraud</p> <p>Commerce solutions and initiatives that enhance the security of payment transactions, protect consumers and businesses from fraudulent activities, and contribute to the overall trust and integrity of the payment ecosystem.</p>	

<p>B05. Cyber Security</p> <p>Commerce or cybersecurity companies that have demonstrated outstanding achievement in securing digital payment systems, protecting sensitive financial data and ensuring the integrity of online commerce.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>B06. AML, Identity & KYC</p> <p>Brands that leverage advanced technology to enhance regulatory compliance and supervisory processes. The work should show how often complex and resource-intensive tasks associated with compliance and supervision have been streamlined or automated, reducing costs and risks while improving efficiency and accuracy.</p>	
<p>B07. Novel technologies</p> <p>Groundbreaking technological innovations within the commerce sector. The work should demonstrate the development and successful implementation of new technologies that significantly enhance payment operations, customer experiences, or industry practices.</p>	
<p>B08. Onboarding</p> <p>Commerce companies that have excelled in the process of bringing new customers on board. The work should demonstrate how these companies have developed and implemented efficient, user-friendly, and innovative onboarding processes, ensuring a smooth transition for new customers into their services.</p>	
<p>B09. Personalisation</p> <p>Commerce companies that excel in delivering highly personalised transactional experiences to their customers. This may include, but is not limited to, the use of advanced technologies, data analytics, innovative strategies to tailor products, services, and interactions to the individual needs and preferences of customers.</p>	
<p>B10. RegTech & SupTech</p> <p>Commerce brands that leverage advanced technology to enhance regulatory compliance and supervisory processes. The work should show how often complex and resource-intensive tasks associated with compliance and supervision have been streamlined or automated, reducing costs and risks while improving efficiency and accuracy.</p>	
<p>B11. Loyalty</p> <p>Commerce companies that have provided exceptional loyalty initiatives and programmes in the commerce sector. This may include, but is not limited to, cashback programmes, discounts, exclusive access programmes etc.</p>	

<h2>C. Impact</h2> <p>The work in this section will celebrate the effectiveness of payment solutions and services in delivering business and consumer success.</p>	<h2>Materials</h2>
<h3>C01. Commercial Impact</h3> <p>Payment or commerce solutions and initiatives that have had a clear, positive and lasting commercial impact, often leading to long term growth and competitive advantage in the payment sector.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG
<h3>C02. Sustained Success</h3> <p>Payment or commerce companies that have shown consistent growth, resilience, and ongoing success over an extended period. This may include, but is not limited to, financial performance, customer satisfaction, operational excellence etc.</p> <p><i>There is an increased eligibility for this category of 3 years: July 1, 2022 - June 30, 2025.</i></p>	
<h3>C03. Financial Inclusion</h3> <p>Innovative solutions that provide underserved or marginalised groups with greater access to financial services. This may include, but is not limited to, efforts in offering affordable banking, credit, insurance, savings, or payment services to those traditionally excluded from the financial system. The work should demonstrate the impact the solution has had on a particular group or community.</p>	

<h2>D. Strategy & Corporate Innovation</h2> <p>The work in this section will celebrate exceptional strategic vision and innovation in corporate practices. This may include, but is not limited to, innovative approaches to market expansion, digital transformation, product development, corporate restructuring, etc.</p>	<h2>Materials</h2>
<h3>D01. Mergers & Acquisitions</h3> <p>Payment or commerce companies that have demonstrated exceptional creativity and forward thinking in executing mergers and acquisitions or strategic partnerships. The work should demonstrate how innovation in various aspects of the M&A process has led to positive outcomes and commercial success.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG
<h3>D02. Research & Development</h3> <p>Payment or commerce companies that have made significant contributions to the sector through innovative R&D initiatives. This may include, but is not limited to, innovation in products and services, process improvement, customer-centric innovations etc.</p>	
<h3>D03. Internal Transformation</h3> <p>Payment or commerce companies that have successfully led or implemented a significant internal transformation. This may include, but is not limited to, the overhaul and improvement of internal processes, culture, technology or organisational structure.</p> <p><i>There is an increased eligibility for this category of 3 years: July 1, 2022 - June 30, 2025.</i></p>	

E. Customer Experience	Materials
<p>E01. Customer Experience Payment or commerce initiatives focusing on user-centric design, seamless service delivery, personalised experiences, and overall customer satisfaction. This may include, but is not limited to, the ability to solve customer pain points, the use of data and insights to personalise experiences, and the measurable improvements in customer engagement and loyalty.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG

F. Culture & Context	Materials
<p>The work in this section will celebrate work that is shaped by cultural insights and influenced by regional context.</p>	
<p>F01. Challenger Brand Payment/commerce brands that disrupt their industry or market by challenging the status quo and larger competitors.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG
<p>F02. Borderless Payments Fintech companies, financial institutions, or payment providers that have made significant contributions to the development and enhancement of cross-border payment solutions. The work should demonstrate innovation, speed, cost efficiency, and security in enabling seamless international transactions. Solutions that improve financial accessibility, reduce friction in global payments, and support the growing demand for instant, transparent, and inclusive cross-border financial services.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video
<p>F03. Corporate Purpose & Social Responsibility A financial institution or payment/commerce service provider that actively contributes to the well-being of society beyond profit-driven goals. This may include, but is not limited to, sustainability efforts, fair labor practices, ethical AI implementation, social impact financing, or customer-focused financial literacy programs.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG

Partnerships & Strategic Alliance

The Partnerships and Strategic Alliance Award celebrates the achievements and successes of a partnership between two or more organizations.

The work should demonstrate how the collaboration has significantly contributed to the success of a project, initiative, or business objective.

- There is no overall limit to how many times the same piece of work can be entered into Partnerships & Strategic Alliance as long as the categories chosen are relevant.
- All client testimonial videos and demo films must be subtitled in English.

A. Industry Collaboration Partnerships	Materials
<p>A01. Partnerships between multiple Banking brands Partnerships between multiple banking brands that have achieved success through shared resources, expertise, and strategic alignment. This may include, but not be limited to, demonstrable improvements in customer service, market expansion, technological innovation, or operational efficiency resulting from the collaboration.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> • URL • Demo film • Digital supporting content • Digital supporting images - JPG
<p>A02. Partnerships between multiple Payments/Commerce brands Partnerships between multiple payments/commerce brands that have successfully combined their expertise, technologies, and resources to deliver innovative solutions, streamline operations, or enhance customer satisfaction.</p>	
<p>A03. Partnerships between a Banking and Payments/Commerce brand Partnerships between banking and payments/commerce brands that have successfully combined their strengths to drive innovation, improve financial services, or enhance the customer experience.</p>	

B. Cross-Industry Strategic Partnerships	Materials
<p>B01. Partnerships between a Banking/Payments/Commerce and Fintech brand</p> <p>Strategic alliances that have resulted in significant success such as enhanced customer experiences, expanded service offerings, increased market reach, or innovative financial solutions. Emphasis should be placed on how these partnerships have successfully leveraged the strengths and resources of each brand to achieve shared goals.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Client testimonial video <p>Optional</p> <ul style="list-style-type: none"> URL Demo film Digital supporting content Digital supporting images - JPG
<p>B02. Partnerships between a Banking/Payments/Commerce and Finance Infrastructure brand</p> <p>Strategic alliances that have led to significant advancements in financial services, infrastructure, or customer experiences. The work should demonstrate how effectively each brand leveraged the strengths of both parties to innovate, enhance operational efficiency, or expand market reach.</p>	
<p>B03. Partnerships between a Banking/Payments/Commerce and other Technology brand</p> <p>Collaborations between a banking/payments/commerce brand and a technology brand that have resulted in significant innovation, growth, or customer impact. These partnerships should demonstrate how the combined strengths of both brands have led to the development of new products, services, or platforms that have enhanced the customer experience or improved operational efficiency.</p>	
<p>B04. Partnerships between a Banking/Payments/Commerce and a Commercial brand</p> <p>Partnerships between a banking/payments/commerce brand and a commercial brand (from any industry) that have led to significant achievements in product development, market expansion, customer engagement, or business transformation. The collaborations should demonstrate how the strengths of each partner was harnessed to deliver mutual benefits, innovate, and create value for customers.</p>	
<p>B05. Partnerships between a Banking/Payments/Commerce and a Charity /Non-profit</p> <p>Partnerships between a banking/payments/commerce brand and a charity or non-profit organisation that has made a meaningful impact on society. The work should demonstrate how financial services and commercial expertise have been effectively leveraged to support charitable causes, drive social change, or enhance the capacity of non-profits to achieve their goals.</p>	
<p>B06. Partnerships between a Banking/Payments/Commerce and Government</p> <p>Partnerships between a banking/payments/commerce brand and a government entity that have led to significant advancements in public services, financial inclusion, economic development, or policy implementation. The work should demonstrate how public and private sector strengths are combined to address societal challenges, enhance public welfare, and drive innovation in government services.</p>	

Diamond

The Diamond Award celebrates companies implementing transformative change.

The work in this award should break new ground with revolutionary technology, products, initiatives or partnerships dramatically impacting the Industry.

- The same piece of work can only be entered once in Diamond.
- All client testimonial videos and demo films must be subtitled in English.

A. Diamond	Materials
<p>A01. Diamond</p> <p>There are no categories in the Diamond Award. The idea & impact is everything, whether it's a startup or established bank or anything in between.</p>	<p>Compulsory</p> <ul style="list-style-type: none">• Digital presentation image - JPG <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none">• Client testimonial video <p>Optional</p> <ul style="list-style-type: none">• URL• Demo film• Digital supporting content• Digital supporting images - JPG

How to craft your entry

So, what is the process?

- 1 APPOINT AN AWARDS MANAGER**

Choose someone within your company to coordinate your entry activities and act as the first point of communication with us.
- 2 CHECK THE RULES**

Make sure you check your work's eligibility for the Awards. Take a look at our key dates, deadlines and other key criteria. The full Money Awards Rules can be found on our website.
- 3 DOWNLOAD THE MONEY AWARDS GUIDE**

Ensure you have a copy of our entry Guide that you can refer to throughout the entry process.
- 4 KNOW THE AWARDS**

Take some time to get to know your options regarding Awards and the categories. Remember, if you need advice at any point in the process, just get in touch with one of our Awards experts via awards@money2020.com.
- 5 LOG IN OR CREATE AN ACCOUNT**

Visit the [The Money Awards](#) website to start your entry process.
- 6 CREATE YOUR ENTRIES**

The sooner you start, the longer we'll be able to offer you extra help if you need it.
- 7 SUBMIT AND PAY**

Remember the first late fee applies after June 24, 2025.
- 8 REVIEW AND REVISE**

We check all aspects of entries thoroughly, so we may be in touch to ask for clarification or changes.
- 9 JUDGING**

Juries carefully review all the entries and determine winners during judging. Make sure you're available throughout this period, as the Jury may have questions about your work.
- 10 RESULTS**

The finalists and winners will be announced onsite at Money20/20 Vegas in late 2025, and will be available on our website.
- 11 TROPHIES**

Trophies and certificates are sent out to winners and finalists. We know that winning is a team effort, so trophies and certificates can also be ordered for anyone credited on the entry.

Getting ready to enter

To enter a piece of work multiple times, simply add the title of the entry, fill in the entry information, let us know which companies and people were involved and select all the relevant categories you wish to enter. You'll be required to submit common information that applies to all the Awards and some specific information unique to the category you're entering. Don't worry – you can still edit individual entries.

NEED HELP?

Drop us an email at awards@money2020.com and we'll arrange for one of our experts to talk you through the process.

DON'T HAVE ALL THE DETAILS RIGHT NOW?

Don't worry, you can complete the form in any order and save your progress at any time.

All the questions you need to answer are available to download on the entry system for each individual category in the written explanation section.

Common information

Entry Title

GIVE YOUR ENTRY A TITLE

To begin, you need to give your entry a title. We need this information before you select the Money Awards and categories you'd like to enter this work into. If you're entering this work into multiple categories, the title you give here will be applied across all of those selected entries.

CHOOSE AWARD AND CATEGORIES

It's time to select The Money Awards you'd like to enter with this piece of work. Entry limits vary across the Money Awards.

You may add, remove or edit the Awards or categories selected at a later stage before payment.

You can find all the details about the Awards on our [website](#).

Companies

WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company and will be required to fill out your own information first. You may add as many additional companies as you wish. Each entry requires at least one 'Entrant Company' and one 'Contributing' company.

The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry-related queries. You should enter the companies in the order you'd like them to be published, as this is how they'll appear on your certificates.

IMPORTANT: You may be asked to return to this section to add more companies depending on The Money Awards and categories you select later.

If your entry wins an award at the Money Awards, companies and individuals credited here will automatically be eligible to purchase trophies and certificates.

Contacts

WHO IS THE LEAD CONTACT?

We may need to contact you about your entry. Please provide details of who we should contact.

CONTACT DURING JUDGING

This is the person we will contact if any questions arise about the work during judging. This contact person must be from the entrant company, must have been directly involved with the campaign, and must be contactable both within and outside of office hours during judging.

Entry-specific information

PROJECT MILESTONES

Outline key milestones in your project's journey, from inception to execution. This could include development phases, launch dates, major achievements, or notable partnerships. Providing a clear timeline will help our judges understand the impact and progression of your work.

Eligibility dates are dependent on the Awards and categories being entered. If you're not sure whether your work is eligible, please see our [Awards Support](#) page. We strongly recommend checking eligibility dates before you start to create your entry submissions.

WRITTEN EXPLANATION (COMPULSORY)

A series of questions on the entry portal under the written explanation section. This form captures all the essential context surrounding the success of the work and provides jurors with a comprehensive overview of the entry.

DIGITAL PRESENTATION IMAGE (COMPULSORY)

Once you've uploaded some media, it will become available in your 'Media Library'. From here, you can assign the media to multiple entries to save time. Your media has to be the final version, and you must hold all applicable rights. We don't accept replacement files. You can only check out once you've uploaded the 'compulsory media'.

DIGITAL SUPPORTING MEDIA (OPTIONAL)

You may also upload the following optional supporting digital materials with your entry. See the 'Video File Format Guidelines' for more information.

- / Case films
- / Demo films
- / Digital supporting images
- / Digital supporting content

Company Team Credits

WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry in the order you'd like them to appear. This information will appear alongside your entry on The Money Awards website if your entry wins. Company Team Credits can be altered until **November 30, 2025**.

Want to change the order? You can 'drag and drop' the names to move them up or down the list.

Once you've uploaded each credit, they will become available in your 'Credit Library.' From here, you can assign the credits to multiple entries to save time.

TEAM CREDITS

Include each individual who worked on the project. We won't share any details you provide with third parties.

Company information

CUSTOMER BRAND

All other companies
Adobe
Adyen
Amazon
American Express
Bank of America
Barclays
Capital One Financial
Checkout
Circle
Citi
Convera
Deloitte
Discover Financial Services
Feedzai
Fireblocks
FIS - Fidelity Information Services
Fiserv
FT Partners
Galileo
Goldman Sachs
Google
HSBC
IBM
JP Morgan
LexisNexis
Mambu
Marqeta
Mastercard
Microsoft
Nium
Nvidia
Oracle
PayPal
Plaid
PwC
Salesforce
Socure
Standard Chartered
Stripe
Temenos
Transfermate Global Payments
Trustly
Visa
Wise
Worldpay
Zeta Global

COMPANY SECTOR

Advisory & Professional Services
Banking
Blockchain & Cryptocurrencies
Consumer Tech
Cyber Security
Data, Analytics & AI
Government & Regulatory bodies
Insurance & InsurTech
Investment (VC, PE, etc.)
Lending
Media & Industry Analysts
Payment & Payments Technology
Personal Finance & Robo-advisory
Regtech / Supertech
Retail / Online Marketplace / Merchants
Software / IT / Cloud Services
Telecoms & Mobile
Trade Associations
Other

COMPANY STAGE

Startup (early stage)
Startup (established)
Established business
N/A (e.g. freelance, sole trader)
Other

REVENUE BRACKET

Up to \$1m
\$1m - \$5m
\$5m - \$20m
\$20m - \$100m
\$100m - \$500m
\$500m - \$1bn
\$1bn+
Unknown

Top tips for your entry

BE CONCISE

Our judges are industry professionals who are immersed in this work daily. They can quickly assess a project's merit, so focus on delivering a clear, concise, and well-structured explanation.

SIMPLICITY

Less is always more. Many award entries fail to communicate a clear idea and a compelling strategy that isn't cluttered and confusing. Keeping your entry focused and clear will make a stronger impact.

BE UPFRONT

Explain the Idea upfront so the Jury can understand the scale of the product/initiative and its results from the very beginning. Avoid using unnecessary buildup, stylistic filler, or industry jargon.

CULTURE AND CONTEXT

Our Juries are international, and English is not always their first language. For entries that rely on a cultural nuance or unfamiliar cultural context, please provide this in your entry.

GET A FRESH PERSPECTIVE

You may have lived and breathed the work, but the Jury hasn't. Look at the idea with a fresh pair of eyes and break it down to its core for a new audience.

TELL A STORY

Structure your explanation around a simple, powerful and succinct narrative.

CATEGORY SELECTION

Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences. If you're unsure where your work can go, ask an Awards expert via awards@money2020.com who can give you some advice..

RESULTS

Make sure you provide them and that they are robust, meaningful and measurable. Be honest, specific and provide workable, quantitative figures and stats. Clearly link your results back to original goals, strategies and objectives.

Supporting material guidelines

This is what the judges will examine, watch and read during their decision-making. Each Award has different material requirements. In some cases, they're mandatory and in some, they're recommended or optional.

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your written entry. Please make sure you're absolutely ready to submit before you pay. If new results are collected after the entry has been paid for, we'll only accept additional written information in the results section of the entry form before **July 29, 2025**.

In order to avoid your work being withdrawn from the Awards, please adhere to the following guidelines:

- / All supporting material, including video files and presentation images must be in English.
- / Work that was not originally published in English should be translated or subtitled exactly as it was launched, so that it can be understood by the English-speaking Jury.
- / Voice Overs can be translated, but visible speech must be kept in the original language and subtitled.

Image file format guidelines

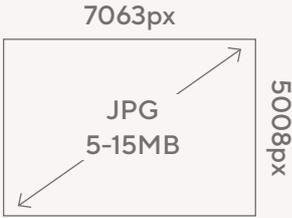
DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results. Think of it as a snapshot that effectively communicates the essence of your work in a compelling and creative way.

You might include:

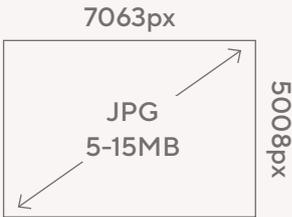
- / A bold headline or project title
- / Striking imagery or graphics that illustrate your work
- / Key milestones or standout moments
- / A simple, high-impact summary of your results.

To ensure clarity, avoid overcrowding the image with excessive text.

Specifications: JPG, 7063 x 5008 pixels, 5-15MB	
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SUPPORTING IMAGES

Digital images that may help support your entry in the Jury room. Maximum of 2. Only to be included if necessary and relevant.

Specifications: JPG, 7063 x 5008 pixels, 5-15MB	
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Video file format guidelines

Please supply a high-quality video as .MOV or .MP4. The maximum file size is 350MB.

Specifications: MOV/MP4, 350MB

	ASPECT RATIO	RESOLUTION	FORMAT/ CODEC	AUDIO
Preferred	Full HD 1080p	1920 x 1080	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
Accepted	4:3 or 16:9	1024 x 576	.MP4/H.264	AAC, Stereo, 48kHz
		720 x 576		
		854 x 480		
		640 x 480		

CLIENT TESTIMONIAL VIDEO

A client testimonial video should be in a clear, engaging format, featuring authentic feedback from satisfied clients. This is an opportunity to demonstrate real-world value through first-hand experiences. All client testimonial videos must be subtitled in English.

You might include:

- / A filmed interview with a client or partner sharing their experience.
- / A case study film, combining client quotes, data, and visuals.
- / A voiceover-led narrative, paired with product demonstrations or animations.
- / A montage of key moments, featuring client interactions, results, and industry impact.

DEMO FILM (120 SECONDS MAX)

Your demo film should bring your product or initiative to life. All demo films must be subtitled and in English.

Depending on the Awards being entered, this could be:

- / A 'making of' video.
- / A recording of the product or initiative in action.
- / A walkthrough showing the specific elements of your work.

Other file formats

URLs

Your URL must be accessible online until **January 1, 2026**.

URLs must start with 'http://' or 'https://' and preferably be accessible without a login or password.

You may submit URLs to:

- / Provide a direct link to an app download page, or if it is not globally available, supply access details for judging. These details will not be shared with anyone and are solely for app testing during judging.
- / Share websites, microsites, or social media pages.
- / Link directly to where a video was publicly shared.
- / Provide a presentation web page.

Digital supporting content

Any supporting documents, videos, or audio files that are relevant to your entry.

File types accepted: .JPG, MP3, MP4, .MOV, .DOC, .DOCX, PDF, .XLS, .XLSX, .PPT, .PPTX.

Payments

At the checkout, please choose a payment method.

Card payment will direct you to put in your card details and pay immediately. You'll then be sent a confirmation email.

Bank transfer will generate a proforma invoice to your email.

- / Payment must be raised immediately – ensure the OrderID is the payment reference.
- / **Note:** we only have invoices and accept payments in USD.
- / We ask for a remittance to be emailed to customeraccounts@money2020 showing the full order IDs covered by the payment with a copy of the Proforma invoice.
- / A tax invoice will then be emailed to you within approximately two weeks.