



SWIFT Institute Student Challenge

Financial Solutions from the Next Generation

COMPETITOR'S HANDBOOK COLOMBIA
2022



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1. FROM THE SWIFT INSTITUTE

In 2022, the [SWIFT Institute](#), with the support of the Global Business School Network (GBSN) is pleased to host two Student Challenges running in parallel, one in Colombia and the other in Mexico. Submissions and presentations must be in English only.

This handbook focuses on the Challenge open to students in Colombia. Whilst each Challenge explores a different topic, both will culminate at Sibos 2022. A winner from each challenge will be announced at [Sibos](#), on the 13 October.

Many companies are embracing “e-commerce,” or business conducted on-line over computer networks, as a means of expanding markets, improving customer service, reducing costs, and enhancing productivity.

Banks have an important reason to pursue the conduct of business on-line. If they fail to respond to the opportunities posed by the Internet, they could be consigned to a largely secondary role as commerce shifts toward electronics over time. In that event, they would process payments for buyers and sellers engaged in e-commerce but they would have little chance to engage independently with buyers and sellers or to offer their own products in the electronic marketplace¹.

The SWIFT Institute Student Challenge Colombia 2022 focuses on the implementation of digital banking in E-commerce applications. This year’s challenge to students is to come up with solutions to the following question:

How to implement digital banking agents through E-Commerce Apps?

Students are welcome to interpret this challenge as they wish. Ideas can result in solutions focused on technology, cultural changes, business practices or regulatory changes, amongst others. There are no limitations on this challenge, as long as you explore ways through which implement digital banking agents through E-Commerce apps in Colombia.

I look forward to receiving your submissions, and hopefully watching you at Sibos 2022, where you will have the opportunity to present your ideas to a global financial sector audience.

Matt Loos

Director, SWIFT Institute

¹ https://www.newyorkfed.org/medialibrary/media/research/current_issues/ci6-3.pdf

2. THE CHALLENGE

With the rise of the Internet, eCommerce has become an indispensable part of our everyday lives, introducing us to a completely new level of convenience — virtual stores at our fingertips, custom tailored offers, same-day deliveries. Used to these curated experiences, customers are now expecting the same from other industries, and banking is no exception.²

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Banks have an important reason to pursue the conduct of business on-line. If they fail to respond to the opportunities posed by the Internet, they could be consigned to a largely secondary role as commerce shifts toward electronics over time. In that event, they would process payments for buyers and sellers engaged in e-commerce (Figure 1, solid lines), but they would have little chance to engage independently with buyers and sellers or to offer their own products in the electronic marketplace³.

The development of digital banking agents has been based on the generation of lower operating costs and the joint work between the financial sector, e-commerce companies and fintechs. This has resulted in greater coverage, new digital financial products, and an environment conducive to reducing the use of cash. This has had a positive impact on the multiple dimensions of financial inclusion. Therefore, it is essential to generate dynamics that promote the adoption of the model worldwide particularly in the developing world.

To this end, we invite students to come up with solutions to the following challenge:

How to implement digital banking agents through E-Commerce Apps?

² <https://www.paymentsjournal.com/5-lessons-ecommerce-can-teach-banking/>

³ https://www.newyorkfed.org/medialibrary/media/research/current_issues/ci6-3.pdf

3. WHO CAN ENTER

The Challenge is open to students currently enrolled at schools in Colombia.

Submissions and presentations must be in English only.

Students must not be in full time employment. Professors, readers and teachers are permitted to assist their students with their submission, but the submissions must be in the name of the students.

Submissions can be made by individual students or by teams of students (across the same or different universities or colleges). Every submission is expected to give their entry a name, which relates to either their idea or their team (e.g. Digital Solutions, Team Alpha, etc.). This is purely to help distinguish one submission from another.

Entry into the challenge does require a commitment in terms of time. The potential rewards, however, are significant. There will be professional coaching, and exposure of your ideas to the global financial industry.

Shortlisted applicants will be invited to attend a virtual coaching workshop and a virtual showcase event where they will present their idea. The showcase will take place at the annual Sibos conference, which in 2022 is being hosted as a hybrid event in October.

4. BENEFITS OF ENTERING

The benefits of participating in the Challenge are:

- (i) The opportunity to engage with the global financial industry and make a practical and positive difference to the financial sector;
- (ii) to stimulate innovation and creative thinking amongst students;
- (iii) to receive both financial and reputational benefits.

The SWIFT Institute will ensure all shortlisted participants are supported throughout the process. One of the challenges for any new idea is its concise and complete presentation in a way to attract interest. The SWIFT Institute will host one-to-one calls with shortlisted participants to both mentor and coach participants to construct a presentation in the most effective way in terms of content and delivery. A coaching workshop will also be held just prior to the finale at the virtual Sibos for all shortlisted participants. This has proved to be highly successful in the past and is of great benefit to student development.

5. HOW TO ENTER

To enter the challenge, please log onto www.swiftinstitute.org/swift-institute-challenge/ where you will find details and instructions on how to upload your submission. Your submission should define your solution to meet the challenge:

How to implement digital banking agents through E-Commerce Apps?

Your submission should be a free format written report of no more than 1,000 words entered into our online entry form. Supporting documentation can be uploaded in .pdf or PowerPoint format. It should explain in full detail your solution, and include diagrams, flow model, etc., as applicable.

Your submission will be assessed and ranked. The highest ranked submissions (up to a maximum of four) will be invited to participate in the coaching workshop and then to present their solution during the annual Sibos conference, which takes place virtually from 10 - 13 October. The coaching workshop will be held virtually during the week of 16 August 2022.

The decision of the judges to arrive at the top three entries will be final. Individual rankings will not be disclosed. All submitting teams will be notified as to whether or not they have made it through to the finals.

Upon notification that you have made it through to the top four, details of the coaching workshop and Sibos, where final presentations will take place, will be confirmed.

Please note:

Any information submitted will only be accessible by the SWIFT Institute administrators and the judges during the judging phase. All submissions should be clearly marked as copyrighted by the submitting team. The intellectual property relating to your submission remains with you.

6. THE JUDGES

The SWIFT Institute has a pool of judges across the financial industry including a number of senior SWIFT staff. The judges are looking for innovation and free thinking that when applied will make a real practical difference to the banking sector and its customers.

These judges have an unparalleled source of experience and are able to give encouragement and qualified feedback at every stage of the challenge.

We find that many judges (and audience members who will see the final presentations) after the event continue to take an interest in maintaining contact with contestants, and can ultimately open doors to exciting new opportunities.

7. TIMESCALES

The website will be open for submissions from June 1st to July 15th 2022. Judging of all entries will take place late July 2022. The Coaching Workshop will be held during the week of August 16th. The winner will be announced on Thursday October 13, 2022. Both the coaching and final will be held virtually as part of the Sibos conference. Presentations at Sibos will be via pre-recorded videos made in mid to late September.

Timeline

May 15 th	Jun 1 st	Jul 15 th	Jul 15 - 30	Aug 6 th	Aug 16 - 20	Sep 20 - 30	Oct 10 to 13
Launch of Challenge	Submission Website Open	Deadline for Submissions	Judging of Submissions	Notification to all if in the Top 3	Coaching Workshop Virtual	Recording of Presentations	Sibos Virtual

8. THE PRIZES

There are numerous positive outcomes of being involved for students ranging from expert coaching and mentoring through to exposure to members of the global financial industry. This is of course in addition to the kudos of winning the Challenge.

Semi-Finalists

The shortlisted teams will be invited to attend the world's premier annual financial industry conference, Sibos, taking place virtually from 10th - 13th October 2022.

- One day coaching session to refine the pitch before the showcase event.
- The opportunity to make a 10-minute presentation (including Q&A) to an audience of global financial industry executives and media.

Winning Team

The winning team will be chosen by a panel of expert judges.

- Promotion to SWIFT's 11,000 member organisations around the world.
- Prize of EUR €2,500 EUR*

* Prize money is paid directly to the students of the winning team. Students are solely responsible for any tax liabilities incurred through receiving prize money - swift will not be responsible for any related tax liability.

9. RULES AND RESTRICTIONS

By submitting this application each applicant agrees that the SWIFT Institute may share any submitted material with competition judges, SWIFT staff and partners. Further it is recognised and accepted that any material submitted may be freely published by SWIFT and its media partners in the spirit of the competition.

The overall Challenge winner will be selected and announced after the competition at virtual Sibos. Each team of finalists will present their idea to an audience of global financial industry professionals during Sibos.

There will be a panel of expert judges, selected by SWIFT, who will assess the presentations and choose the winner. Only the winner will be announced. The remaining participants will not be ranked in any way. All decisions will be final.

The Challenge shall be governed by the laws of the Kingdom of Belgium (the location of SWIFT's head office) notwithstanding its conflict of law's provisions. Applicants submit to the exclusive jurisdiction of the courts in the Kingdom of Belgium.

SWIFT reserves the right to cancel the Student Challenge if unforeseen forces prevent the Sibos conference from taking place.

APPENDIX – BACKGROUND INFORMATION

SWIFT Institute is the research arm of SWIFT. It aims to provide knowledge to the global financial industry through sponsored research projects. The SWIFT Institute unites academic study with the practice of global finance to bolster the spread of new ideas. Through the funding and publishing of a broad range of cutting-edge research, we encourage collaboration between thought leaders in finance and academia. The over 40 published research papers demonstrate the Institute's commitment to engaging the industry with relevant, constructive debate. The SWIFT Institute makes incisive research possible and ensures that the findings are effectively disseminated across the globe. For more details please visit www.swiftinstitute.org

SWIFT is the Society for Worldwide Interbank Financial Telecommunication, a member-owned cooperative through which the financial world conducts its business operations with certainty and confidence. More than 11,000 banking organisations, securities institutions and corporate customers in over 200 countries trust us every day to exchange millions of standardised financial messages. For more details please visit www.swift.com

Sibos is the premier annual event for the financial services community. The conference and exhibition are organised by SWIFT, and facilitate debate, networking and collaboration around the future of payments, securities, cash management, trade and financial crime compliance. For one week every year, Sibos connects some 9,000 plus business leaders, decision makers and thought leaders from financial institutions, market infrastructures, multinational corporations and technology partners. For more details please visit www.sibos.com

GBSN The Global Business School Network is a nonprofit organization that partners with business schools, industry, foundations and aid agencies to improve access to quality, locally relevant management education for the developing world. Economies and societies grow on the success of organizations that create meaningful jobs, increase wealth and well-being, and generate innovations to improve society. These organizations are created by resourceful entrepreneurs and run by competent, responsible leaders and managers. Our role at GBSN—the reason why we exist—is to ensure that the developing world has the management talent (leaders, managers, and entrepreneurs) it needs to generate prosperity.

CONTACT US

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