



GLOBAL
ASSOCIATION of
WOMEN in
payments

UNICORN CHALLENGE

The Unicorn Challenge invites fintech start-ups to pitch their solutions to a panel of esteemed judges and an informed audience. Start-ups may be up to five years old, and up to Series-A funding.

THE OBJECTIVES OF THE UNICORN CHALLENGE ARE TO

- Provide women led fintech start-ups the opportunity to pitch their solution in front of a large audience of industry stakeholders
- Demonstrate the value of collaboration and cooperation in partnerships between fintechs and market incumbents
- Provide a platform for women in fintech to present, showcase their expertise, and build their industry profiles
- Showcase the value and innovation that fintechs bring to the market

APPLICATION DEADLINE

DECEMBER 31, 2024

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PRIZES

Competitors will have a chance to win the “Judges Choice” award which earns them a one-hour meeting with leading market incumbents. An “Audience Choice” award may also be presented to a competitor, as voted by the audience via a live-voting app.

MONETARY PRIZE MONEY:

JUDGES CHOICE: \$20,000
AUDIENCE CHOICE \$5,000

TERMS & CONDITIONS APPLY:

[Unicorn-Challenge-2025](#)

CONTACT

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