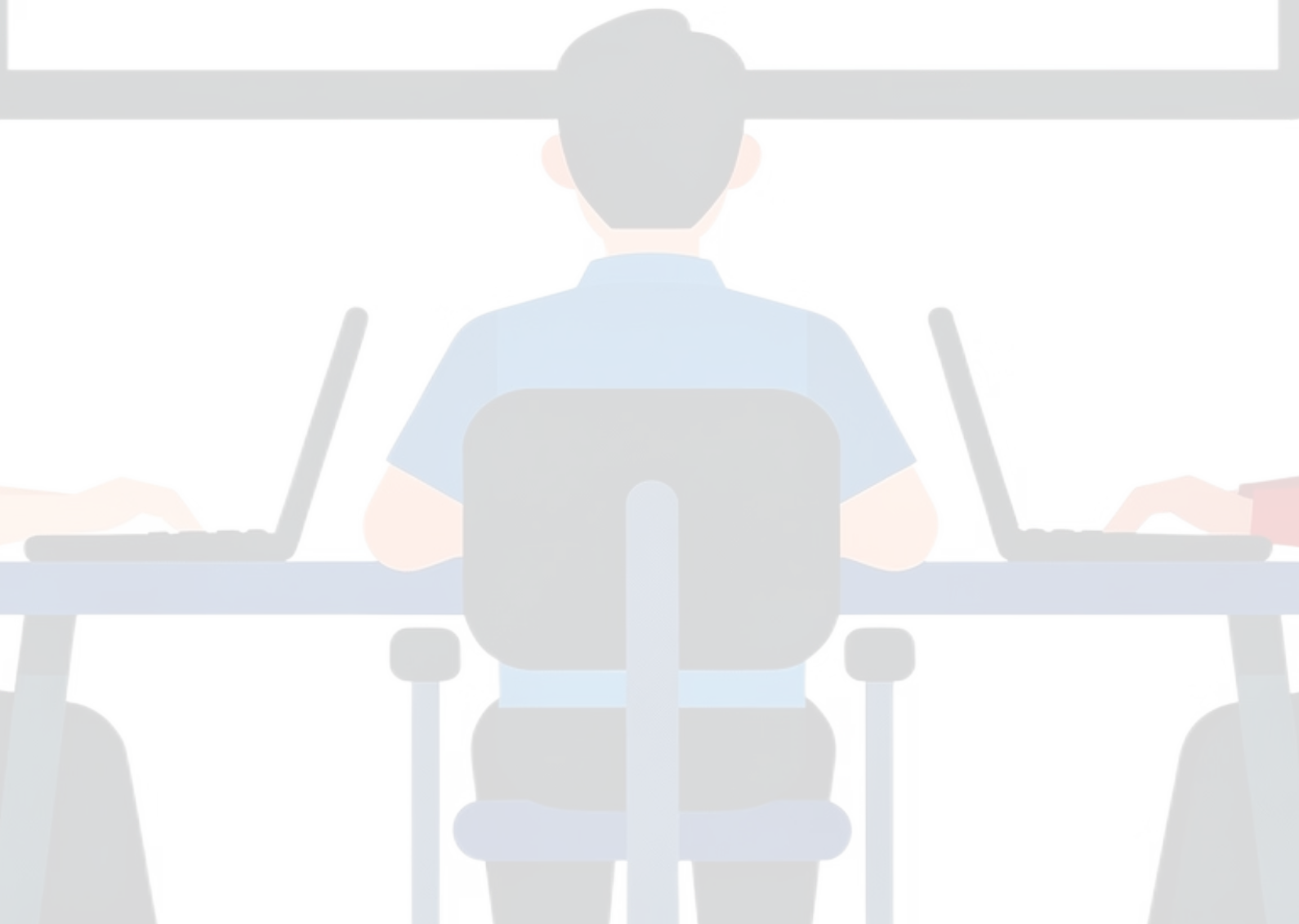
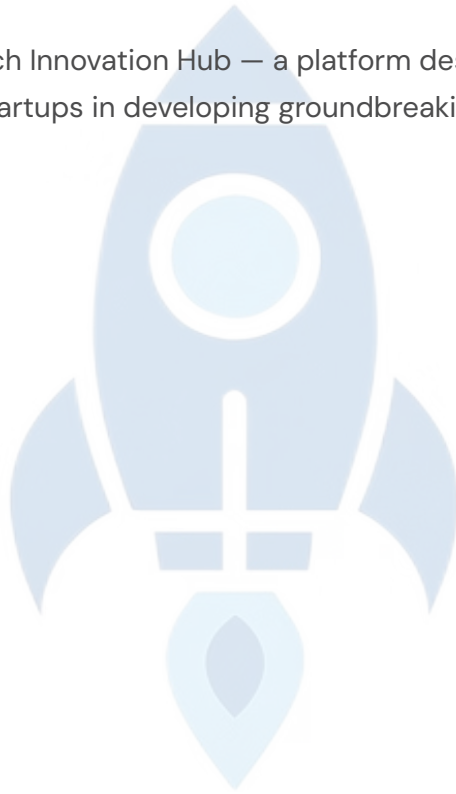


FinTech Innovation Hub

FREQUENTLY ASKED QUESTIONS

Your essential guide to the FinTech Innovation Hub — a platform designed to support aspiring entrepreneurs, innovators, and startups in developing groundbreaking solutions for the financial services sector.



Who Can Apply to the Innovation Hub?

The FinTech Innovation Hub is open to a wide range of innovators. Whether you're just starting out or already building, there's a place for you here.



Idea Holders

Individuals with innovative fintech ideas ready to be developed



Early-Stage Startups

Teams at the beginning of their startup journey



MVP Developers

Teams developing and testing Minimum Viable Products



Sandbox Participants

Innovators testing solutions through a regulatory sandbox



Students & Graduates

University students and recent graduates with bold ideas



Entrepreneurs

Individuals interested in financial technology and digital innovation

Do I Need a Registered Company to Join?

No. You can apply as an individual, a team, or a registered startup. We support innovators at different stages of their journey.

Individual	Team	Registered Startup
Apply on your own with just your idea and ambition	Apply as a group of co-founders or collaborators	Apply as a formally incorporated company at any early stage

What Stages of Innovation Do You Support?

The FinTech Innovation Hub is built to meet you wherever you are in your innovation journey — from the earliest spark of an idea all the way through to market entry.



Idea & Concept Development

Refine your vision and validate your core concept



Prototype Creation

Build early models to test your assumptions



MVP Development & Testing

Develop and iterate on your minimum viable product



Regulatory Sandbox Participation

Test your solution within a controlled regulatory environment



Early Commercialisation & Market Validation

Launch, validate, and begin scaling your solution

What Support Will Participants Receive?

Participants gain access to a comprehensive suite of support services designed to accelerate growth and maximise impact across every dimension of their venture.

Technical Guidance

Expert advice from MadfoatCom's seasoned technology professionals

Business Development & Strategy

Strategic support to shape your business model and growth plan

Marketing & Branding Mentorship

Guidance on positioning, messaging, and building your brand

Product Validation

Customer discovery support to ensure product-market fit

Regulatory & Ecosystem Guidance

Navigate the fintech regulatory landscape with confidence

Investor Readiness Coaching

Pitch preparation and coaching to attract the right investors

Will I Have Access to Workspace and Facilities?

Yes — Selected Participants Gain Access To:

- Collaborative workspaces designed for innovation
- Meeting rooms for team sessions and client meetings
- State-of-the-art innovation facilities
- Networking events to foster collaboration



- ✓ Our facilities are designed to inspire creativity, encourage collaboration, and provide the environment innovators need to thrive.

Can the Innovation Hub Help Me Find Funding?

Yes. While funding is not guaranteed, the FinTech Innovation Hub actively connects promising ventures with a broad network of financial backers and strategic partners.



Investors

Direct introductions to active investors in the fintech space



Venture Capital Funds

Access to VC funds with a focus on financial technology



Angel Investors

Connections with individual angels who back early-stage ventures



Banks & Financial Institutions

Introductions to banks and institutions seeking fintech partnerships



Strategic Partners

Ecosystem stakeholders who can accelerate your growth



Funding connections are facilitated based on the strength and readiness of your venture. The hub helps you prepare to make the most of every opportunity.

How Does MadfoatCom Support Startups?

MadfoatCom provides hands-on, practical support through its multidisciplinary teams. The goal is to help participants refine, validate, and scale their solutions with expert guidance at every step.

Payments & FinTech

Deep expertise in payment systems and financial technology

Technology & Product

Engineering and product development know-how

Marketing & Communications

Brand building and go-to-market strategy support

Business Development

Commercial strategy and partnership development

Financial Inclusion

Expertise in expanding access to financial services

Strategic Partnerships

Connecting ventures with the right ecosystem players

Will I Have Opportunities to Connect With Banks and Financial Institutions?

Yes. Participants may be introduced to a wide range of financial ecosystem players to explore partnerships, pilot opportunities, and potential investment.

→ Banks

Major banking institutions looking for fintech innovation partners

→ Payment Service Providers

Companies operating at the heart of digital payments infrastructure

→ Regulators

Regulatory bodies overseeing the financial services landscape

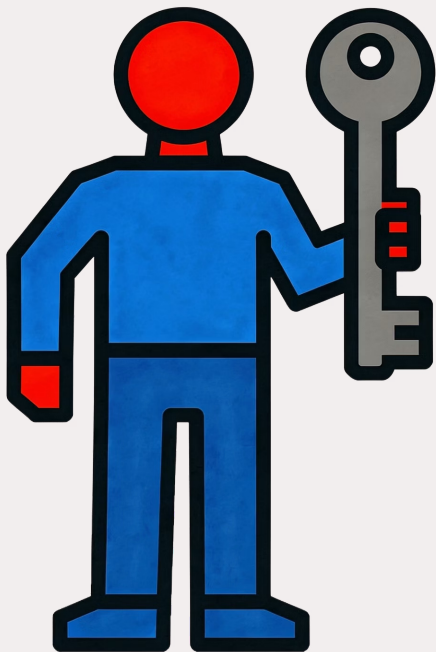
→ FinTech Companies

Established fintechs open to collaboration and co-development

→ Ecosystem Partners

Other stakeholders who can open doors and accelerate growth





Will My Intellectual Property Remain Mine?

"Yes. Participants retain full ownership of their intellectual property, ideas, and solutions developed before and during their participation in the hub."

Your Ideas Stay Yours

All concepts and innovations you bring to the hub remain your property



Solutions You Develop

Any solutions built during your participation belong entirely to you

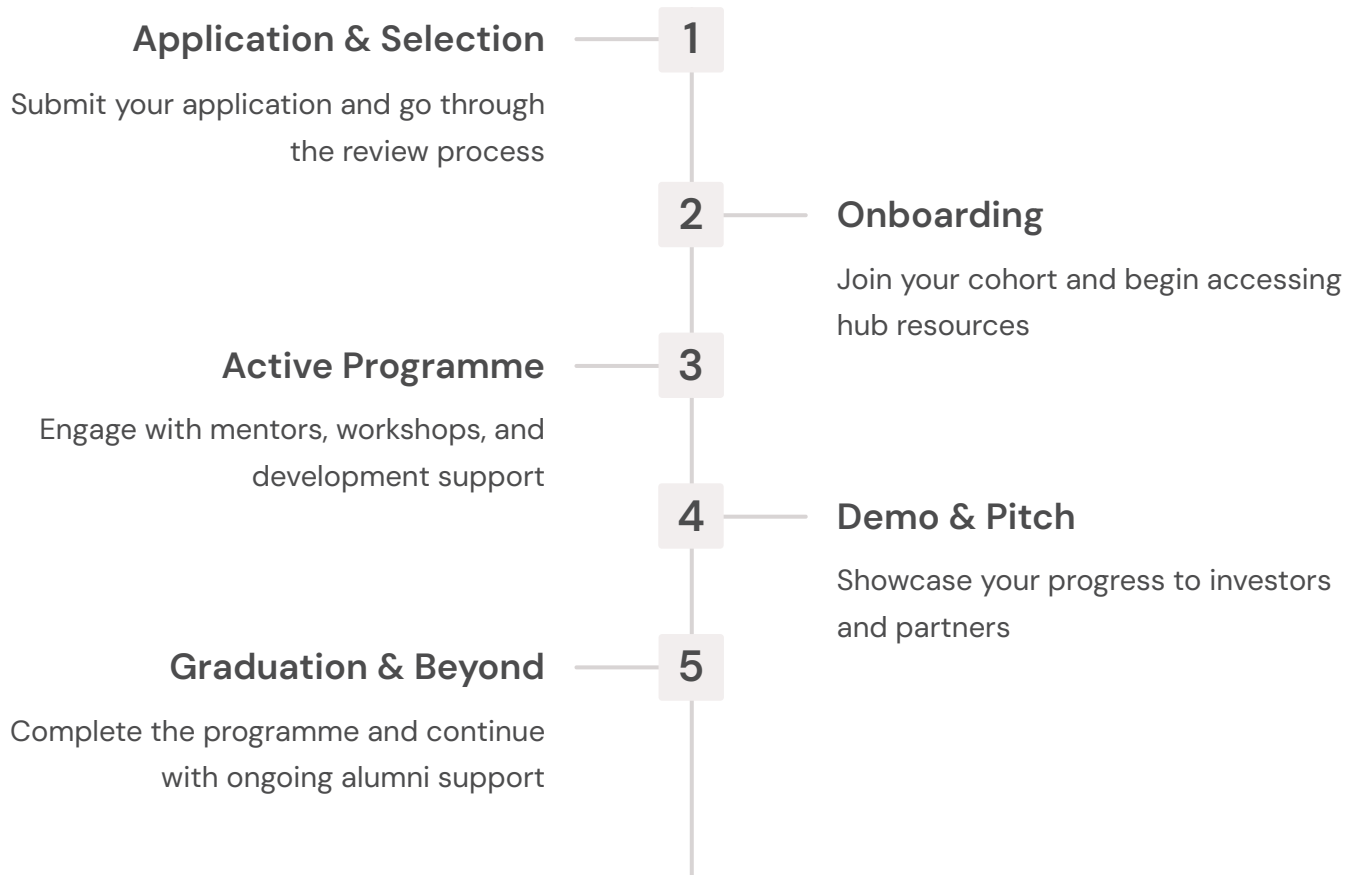


Clear Agreements

Participation terms are transparent and designed to protect your interests

How Long Does the Programme Last?

The duration of participation may vary depending on the stage of your venture and the support track you join. Specific timelines will be announced for each cohort.



i Exact timelines are tailored to each cohort. Watch for announcements regarding upcoming programme cycles and their specific durations.

What Sectors or Themes Are You Looking For?

The FinTech Innovation Hub welcomes innovative solutions across a broad spectrum of financial services themes. If your idea touches any of the following areas, we want to hear from you.

DIGITAL PAYMENTS Fast, seamless transactions	FINANCIAL INCLUSION Access for underserved populations	EMBEDDED FINANCE Finance within non-financial platforms	OPEN BANKING Data sharing and APIs
SME FINANCE Tools for small businesses	REGTECH AND COMPLIANCE Regulatory technology	DIGITAL IDENTITY Secure identity verification	AI IN FINANCIAL SERVICES Intelligent automation
INSURTECH Insurance innovation	FINANCIAL LITERACY Education and empowerment	SUSTAINABLE FINANCE Green and ESG solutions	

Do I Need a Technical Background to Apply?



No technical background is required. We encourage applications from individuals with strong ideas and problem-solving capabilities, regardless of their technical expertise.

What matters most is your ability to identify a real problem and your drive to solve it. Our expert teams are here to provide the technical support you need.

Strong Ideas

A compelling vision for change

Problem-Solving

The ability to identify and address real challenges

Drive & Ambition

The motivation to see your idea through

What Happens After I Submit My Application?

Once you submit your application, our team carefully reviews each submission against a set of key criteria to identify the most promising ventures.



Shortlisted applicants will be invited for interviews, pitching sessions, or further assessment to help us understand your vision and potential in greater depth.

Innovation Potential

How novel and impactful is your solution?

Market Relevance

Does your solution address a real and significant market need?

Feasibility

Is your solution technically and commercially achievable?

Impact

What positive change will your solution create?

What Makes the FinTech Innovation Hub Different?

The FinTech Innovation Hub is not just an accelerator — it is a complete ecosystem for fintech innovation, combining everything an innovator needs under one roof.



FinTech Expertise

MadfoatCom's deep domain knowledge in payments and financial services



Industry Partnerships

Established relationships with banks, regulators, and ecosystem players



Technical Support

Hands-on engineering and product development assistance



Workspace & Facilities

Collaborative environments designed to spark innovation



Mentorship

Guidance from experienced entrepreneurs and industry leaders



Investor Access

A practical pathway to funding and financial institution connections



The result: a practical, end-to-end pathway for innovators to turn ideas into impactful fintech solutions.

Can University Students Apply?

ABSOLUTELY!

We actively encourage students, researchers, and recent graduates with innovative ideas to apply and explore opportunities to transform their concepts into viable fintech solutions.

University talent brings fresh perspectives, academic rigour, and bold thinking — exactly what the fintech industry needs to evolve. The FinTech Innovation Hub is the perfect launchpad for the next generation of financial innovators.



Students

Currently enrolled undergraduates and postgraduates with fintech ideas

Researchers

Academic researchers working on financial technology challenges

Recent Graduates

Graduates ready to turn their academic work into real-world impact

☐ Ready to take the next step? Apply to the FinTech Innovation Hub and begin your journey from idea to impact.