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Young Bankers of Tomorrow 2021 challenge showcases innovations by future Hong Kong fintech talent

- HKU team shone in first place with creative gamification and animation campaign
- livi's community commitment in nurturing fintech talent in the young
- More than 120 undergraduate teams from local universities

Young Bankers of Tomorrow 2021, a creative business challenge for Hong Kong undergraduates launched by **livi bank** in partnership with the South China Morning Post, reached its powerful finale on 25 June with six finalist teams presenting their cases. It was a spectacle of innovation showcasing the youth's vision for the future of banking, while underscoring **livi's** commitment to the community by nurturing the next generation of business leaders and fintech talent.



livi's senior executives share a proud moment with the finalist teams

Bringing together more than 120 teams of undergraduate students from a wide range of disciplines, the contest crowdsourced imaginative marketing plans to promote **livi PayLater**, Hong Kong's first "buy now pay later" product launched by a bank. By setting the scene with a real-life business scenario, **livi** aimed to sharpen students' skills required in today's fast-evolving digital workplace.

"We were excited by all the innovative ideas coming from our city's bright young minds. They expressed strong creativity, critical thinking and entrepreneurship – all of which are crucial to



thriving in our rapidly transforming digital world,” said **David Sun, CEO of livi**. “As a virtual bank that has innovation at its core, we were keen to find out what the future of banking means to a generation brought up in a digital environment.”

The contestants’ out-of-the-box ideas went far beyond banking, as they sought to bridge the new global payment trend of “buy now pay later” with customers’ everyday lives. This aligned well with **livi’s** social purpose – to promote financial inclusion by enabling customers to better manage their finances and live their way.

livi participated in a thorough selection process, which led to the six finalists coming to **livi’s** offices to share their ideas to a panel of **livi’s** senior executives, with expertise in technology, product design, and marketing and business development. The teams showcased their plans with dynamic and often imaginative presentations, and then responded to some searching questions from the panel.

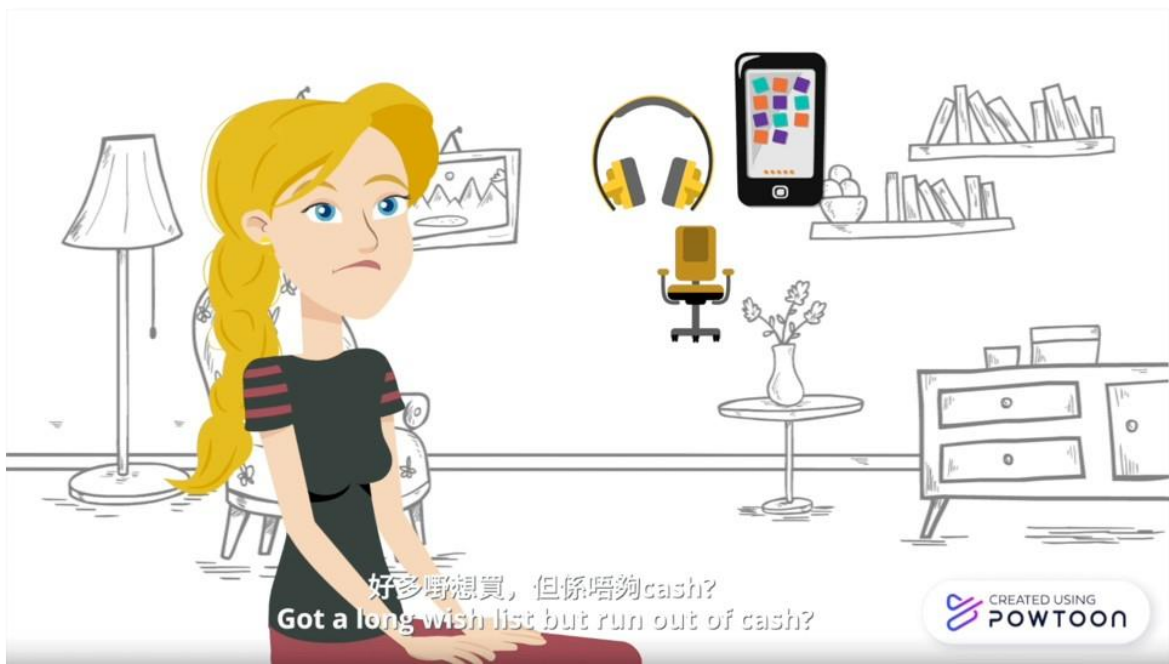


The winning team “V-B-Ace” presenting at the finale

Among the six finalist teams, “**V-B-Ace**” from the University of Hong Kong took home the First Prize and Best Presentation Award with their gamification and animation approach in combination with creative use of celebrities and social media campaigns.



“V-B-Ace” adopts gamification in their proposal, matching customers’ personality with livi PayLater’s product features



“V-B-Ace” also includes animation as a component to help customers understand the “buy now, pay later” concept and livi PayLater’s features

“It was great to be given the chance to study **livi’s PayLater** product and think about how to promote it. The project has helped us to acquire ‘hard’ skills – such as understanding data and learning how to make an animated video – as well as honing our presentation skills with a real



business case. Throughout, we have enjoyed collaborating as a team and overcoming challenges together,” said **Zoe Chan**, a member of the winning team.

The second runner-up went to “**Catalyst**”, a joint team from the Hong Kong University of Science and Technology and the Chinese University of Hong Kong, and the third runner-up went to the “**Peak**” team from the Hong Kong University of Science and Technology.

On top of cash prizes of HKD20,000, the winning team members will be able to participate in **livi**’s internship programme. The programme enables interns to own and run their proposed projects, which gives them the chance to bring their vision to life and make an impact on the city’s dynamic virtual banking scene.

“It’s **livi**’s desire to remain a force of innovation and inspiration for the youth, playing an increasingly important role in the community. We will continue our mission of nurturing future talent in the fintech field, while creating innovative financial solutions for the people in Hong Kong,” added David Sun.

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About livi bank www.livibank.com

Hong Kong based, **livi bank** is backed by BOC Hong Kong (Holdings), JD Technology and the Jardine Matheson Group, which together bring to **livi** a unique range of benefits in terms of financial strength, technological expertise and marketing excellence.

With the goal to foster digital innovation, promote financial inclusion and enhance customer experiences, **livi** brings a unique, brand-new and different banking experience to Hong Kong. Taking an innovative approach, **livi** provides customers with flexible solutions anytime and anywhere and the benefits of ecosystem partnerships that complement their everyday lives.

livi’s outstanding service to its customers has received widespread industry recognition. The bank was voted as ‘Best Virtual Bank’ at the Hong Kong Living Awards 2021 by Hong Kong Living; earned a ‘Gold Certificate’ at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; won the ‘Outstanding Customer Reward Programme in Virtual Banking’ from ET Net’s FinTech Awards 2020; and was named ‘Excellent Brand of Fintech (Virtual Bank)’ by Metro Finance’s Hong Kong Leaders’ Choice Brand Awards 2021.

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