

Fintech Summit Americas Awards



GUIDE FOR APPLYING TO THE FINTECH SUMMIT AMERICAS AWARDS

This document is intended to guide participants throughout the application process, providing clear information on the categories, requirements, and evaluation criteria.

The Fintech Summit Americas Awards recognize the most innovative and transformative initiatives across the continent.

Through various categories, we will honor fintech companies, banks, and financial institutions that are focusing on developing the infrastructure that drives growth in the financial and banking sector, as well as on financial technologies that integrate with AI to deliver innovative and personalized digital services.

Take advantage of the opportunity to apply in one of our categories:

- Most Influential Banking Executive in Digital Transformation
- Innovation in Financial Infrastructure in Open Finance (App, Platform, or Technological Solution)
- Most Influential Female Founder or CEO in the Financial Industry

1. CATEGORY DESCRIPTIONS

1.1. Most Influential Banking Executive in Digital Transformation

This category recognizes banking executives who have demonstrated outstanding contributions to the digital transformation of the financial industry. It honors leaders whose strategic vision and execution capabilities have driven change within their institutions, promoting the digitalization of financial services, operational efficiency, and financial inclusion. Special consideration is given to the role these executives have played in the adoption of emerging technologies, collaboration with fintechs, and the development of user-centered products that address market needs.

This category aims to highlight those who are shaping a more accessible, competitive, and secure financial ecosystem, aligned with the regulations and challenges of each country.

Fintech Summit Americas Awards



1.2. Innovation in Financial Infrastructure in Open Finance (App, Platform, or Technological Solution)

This category seeks to recognize companies, neobanks, traditional banks, virtual banks, fintechs, or financial institutions that have developed innovative and high-impact technological solutions in the financial infrastructure sector in Latin America.

Particular value will be given to advances in key areas such as payment processing, cybersecurity, interoperability, blockchain, open banking, financial management systems, among others—solutions that are transforming how financial services are built, operated, and consumed.

The focus is on solutions that significantly enhance the efficiency, accessibility, and security of the financial ecosystem, contributing to the development of a more modern, open, and user-centered industry. This category also highlights the vital role played by neobanks and virtual banks as catalysts for digital innovation and new financial business models.

1.3. Most Influential Female Founder or CEO in the Financial Industry

This category recognizes a woman who has made an exceptional contribution and shown a remarkable impact in the development and implementation of solutions within the industry. It aims to spotlight the woman who, through her leadership and commitment, has driven digital transformation in the financial sector, contributing to financial inclusion and innovation.

Additionally, this category emphasizes the importance of gender diversity in building a more equitable and inclusive fintech ecosystem in the region.

2. AGENDA

Opening of applications for all categories: **May 1, 2025**

Closing of applications for all categories: **June 29, 2025**

Jury evaluation period: **June 30 to July 11, 2025**

Announcement of finalists in all categories: **July 21, 2025**

VIP Welcome Cocktail for Open Banking America Awards finalists: **August 12, 2025**

Awards Ceremony for the winners of the Open Banking America Awards: **August 13, 2025**

Fintech Summit Americas Awards



3. PARTICIPATION REQUIREMENTS

- 3.1. Companies in retail, fintech, banking, insurance, financial institutions, and professionals from the financial sector offering financial solutions in the Americas are eligible to participate.
- 3.2. Applicants must submit projects related to the Fintech Summit Americas and aligned with the described categories.
- 3.3. Initiatives that have not been implemented or are still in purely conceptual stages are not eligible.
- 3.4. Employees, partners, or immediate family members of the event organizers are not allowed to participate.
- 3.5. Institutions may be nominated by any member of their team or by partners.

4. APPLICATION

4.1. Registration:

- Registration must be completed through the forms available on the [Fintech Summit Americas](#) starting at 12:00 AM on May 1, 2025, or by directly accessing the following links:
 - Most Influential Banking Executive in Digital Transformation
 - Innovation in Financial Infrastructure in Open Finance
 - Most Influential Female Founder or CEO in the Financial Industry
- **Application period:** From May 1, 2025, to June 29, 2025.

4.2. Submitting an application is completely free of charge.

5. EVALUATION CRITERIA

- 5.1. The category “Most Influential Banking Executive in Digital Transformation” will be evaluated based on the following criteria:
 - **Strategic Leadership and Impact on Digital Transformation:** The executive’s leadership role in implementing key digital transformation initiatives within their bank.

Fintech Summit Americas Awards



- **Innovation in Banking Solutions and Open Banking:** Assessment of the executive's ability to drive innovative solutions that enhance customer experience, interoperability, and operational efficiency through Open Banking platforms and technologies.
- **Promotion of Financial Inclusion:** The executive's commitment to reducing barriers to financial services—especially for underserved populations—through financial inclusion initiatives and the development of accessible digital products.
- **Impact on Bank Competitiveness and Sustainability:** Evaluation of how the executive's decisions have influenced the bank's competitiveness, improved operational efficiency, and contributed to the long-term sustainability of implemented solutions.
- **Track Record and Significant Contributions:** The candidate's professional experience and key accomplishments in the financial sector.
- **Collaboration and Strategic Integration:** The quality and impact of the strategic partnerships—both internal and external—formed by the executive in advancing the success and growth of digital and Open Banking solutions.
- **Future Outlook and Scalability:** The executive's potential to lead the bank toward continued growth, expansion, and adaptation to emerging trends, ensuring the long-term relevance and sustainability of the solutions.

5.2. The category “Innovation in Financial Infrastructure in Open Finance (App, Platform, or Technological Solution)” will be evaluated based on the following criteria:

- **Innovation and Creativity:** Degree of originality and novelty in the implementation of new technologies.
- **Impact and Sustainability:** Contribution to the development of the financial sector, improvement of user experience, and the solution's ability to remain sustainable in the long term.
- **Process Optimization and Efficiency:** Impact on improving financial processes by reducing costs, increasing accessibility, and enhancing operational efficiency.
- **Security and Regulatory Compliance:** Level of protection in financial transactions and data management, as well as compliance with local and international regulations.

Fintech Summit Americas Awards



- **Financial Inclusion:** Impact on reducing barriers to access financial services, especially for underserved populations.
- **Execution and Implementation:** Progress made in the implementation of the project, results achieved to date, and the quality of execution.
- **Collaboration and Integration:** Quality and impact of strategic partnerships formed, and their role in the project's success and expansion.
- **Future Outlook:** Growth potential, scalability, and long-term sustainability in Spanish-speaking markets and globally.

5.3. The category *“Most Influential Female Founder or CEO in the Financial Industry”* will be evaluated based on the following criteria:

- **Leadership and Impact:** The candidate's leadership role in financial industry projects and initiatives.
- **Innovation in Financial Solutions:** Assessment of how the candidate has introduced or driven innovative solutions that have improved processes, products, or services within the financial sector.
- **Promotion of Gender Diversity:** Level of commitment and concrete actions taken to foster gender diversity and inclusion.
- **Track Record and Significant Contributions:** The candidate's professional experience and major accomplishments.
- **Community Influence and Mentorship:** Evaluation of the candidate's impact on the financial industry, including her role as a mentor or advocate for new generations of professionals.
- **Impact in Spanish-Speaking Markets:** Analysis of how the candidate's actions have influenced the development of the financial industry in Spanish-speaking countries.

Fintech Summit Americas Awards



6. EVALUATION STAGES

- 6.1.** A specialized jury composed of industry experts and leaders will evaluate the applications from **June 7 to June 28, 2025**.
- 6.2.** Finalists will be notified on **July 14, 2025**, and publicly announced on **July 21, 2025**.
- 6.3.** Finalists will participate in an exclusive panel by category during the event, where they will present their project and respond to questions from the audience.
- 6.4.** Finalists will be evaluated again by the jury and voted on by the jury, in-person attendees, and virtual participants of the event.
- 6.5.** Winners in each category will be announced during an exclusive awards ceremony at the event.

7. BENEFITS

7.1. Benefits for Finalists:

- Access to VIP networking activities
- Media exposure through the event's official channels
- Presentation of all finalists in an exclusive panel by category (each finalist will present a 5-minute video)

7.2. Benefits for Winners:

- Media exposure through the event's official channels
- Feature in a special edition of the event newsletter
- Visibility on social media platforms
- Official recognition and trophy

Fintech Summit Americas Awards



8. GENERAL CONDITIONS

- 8.1. The organizers reserve the right to modify dates, categories, or evaluation criteria if necessary.
- 8.2. Participants guarantee the truthfulness and authorship of the information provided, and that they have the legal right to authorize Fintech Summit Americas to use all disclosed information and materials.
- 8.3. All information provided will be used exclusively for the evaluation process and promotion of the winners.
- 8.4. All applicants agree that non-confidential information and materials shared may be used by Fintech Summit Americas in digital and/or printed formats. If there is anything specific that should not be used, it must be clearly stated at the time of application.
- 8.5. All submitted information will be viewed only by the organizers of Fintech Summit Americas and the jury.
- 8.6. The jury's decision will be final and not subject to appeal.

CONTACT

We aim to make the application process as simple and clear as possible. If you have any questions or need assistance, please email daniela@frecuenciaonline.com.