

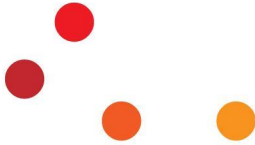
1. Introduction

CAF -development bank of Latin America-, organizes the fourth edition of the 2022 Financial Inclusion Laboratory: digital solutions for the financial inclusion of women, with the aim of promoting the generation of viable technological solutions that help solve the needs of the sector public and private in the following areas:

- Solutions to improve the education and financial and digital skills of women.
- Solutions for the design of financial products and services with a gender perspective.
- Solutions for financial inclusion with an impact on the productivity of MSMEs managed and/or owned by women.
- Solutions have a govtech approach, that is, they have as part of the proposal a clear collaboration between the public sector, startups and digital MSMEs that use digital technology to jointly address the three previous issues.

The Laboratory, which in this edition is aimed at startups from all CAF member countries, has a series of regional and national allies, including:

- **Accelerators:** Endeavor and Seedstars.
- **Regional allies:** UNDP, FinEquityALC, UN Women, Financial Alliance for Women, Felaban, Red Iberoamericana de Mujeres en Fintech (WeFintech), FintechU.
- **Allies by country:**
 - **Argentina:** Banco Ciudad, Central Bank of Argentina, Argentine Chamber of Fintech, Flor Foundation, SGR Resilience
 - **Bolivia:** National Bank of Bolivia, Banco Sol, Productive DevelopmentBank, Asoban Bolivia, Asofin, CRECER IFD, FINRURAL, Women's Coordinator, Innova UP – CAINCO, Women's Coordinator.
 - **Brazil:** Central Bank of Brazil
 - **Chile:** Banco Estado, BCI, Asoc. Fintech Chile.
 - **Colombia:** Banking Association of Colombia, Bogota Chamber of Commerce, Colombia Fintech.
 - **Costa Rica:** Centro de Innovación Financiera, Banco Central de Costa Rica, Instituto Nacional de la Mujer (INAMU).
 - **Ecuador:** Banco Central de Ecuador, Superintendencia de Bancos de Ecuador, Asofintecs Ecuador, Clúster Financiero.
 - **El Salvador:** Ministry of Economy

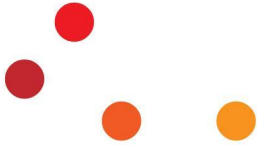


- **Mexico:** National Banking and Securities Commission of Mexico, InMujeres, Ministry of Finance of Mexico.
- **Panama:** AMPYME-Panama, AEI: Alliance for Entrepreneurship and Innovation Chamber, National Institute for Women, Microfinance Network of Panama, Superintendence of Banks of Panama.
- **Paraguay:** Fintech Chamber, Paraguayan Ministry of Finance, General Secretariat of the Paraguayan Ministry of Women, Asoban Paraguay, Staff, Paraguayan ICT Ministry, Banco Vision, Banco GNB,, Banco Itaú, Banco Familiar, Banco Atlas,
- **Peru:** Asbanc Peru, Superintendence of Banks of Peru, Ministry of Women and Vulnerable Populations of Peru, Fintech Peru,
- **Dominican Republic:** Central Bank of the Dominican Republic, Association of Commercial Banks of the Dominican Republic (ABA), Ministry of Industry, Commerce And MiPymes of the Dominican Republic,
- **Trinidad and Tobago:** TTIFC
- **Uruguay:** Central Bank of Uruguay, University of the Republic, Ithaka Center for Entrepreneurship and Innovation, Uruguayan Chamber of Information Technologies, Association of Private Banks of Uruguay (ABPU), Banco República Uruguay,
- **Venezuela:** Fundación Ideas, Impact Hub Caracas, Wave Hub, IESA.

The 2022 Financial Inclusion Laboratory will support business projects and initiatives with a high degree of innovation and that incorporate technological elements to respond to the need to promote the generation of investment agreements with the private sector to promote the chosen enterprises, and strengthen the Fintech entrepreneurial ecosystem with a gender approach in the region.

It is a platform that brings together the public and private sectors, entrepreneurs and investors with the aim of fostering business opportunities, favoring the interaction of the members of the entrepreneurial ecosystem and providing concrete solutions to development needs raised by the allies of this platform. initiative.

CAF and its partners aim to promote the financial inclusion of women, as well as support MSMEs directed and/or owned by women with innovative financial products and services for the recovery phase of the economic crisis, which is determined by the prevalence of the digital environment. Similarly, take into account the multiple challenges that women face due to social and gender inequalities, including the overload of unpaid care work.



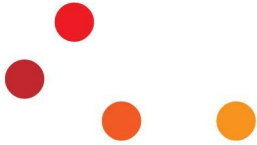
2. Who is the call

The call is addressed to individuals or legal entities located in a CAF member country that are developing projects that are in an early stage of development or consolidated initiatives. The contest is open to entrepreneurs, programmers, designers and entrepreneurs.

Those interested in participating must go to the page: <https://latamlifbycaf.charly.io/>, create an account or log in with their existing account, access the LIF 2022 call and fill out the respective form.

3. Dynamics of the CAF contest

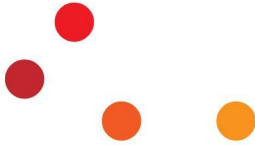
- poses challenges in financial inclusion of women in the region, on which the entrepreneurs apply their technology-based solutions, which are already working in the market.
- Pilot projects, existing solutions that need acceleration and ideas that are already on the market and that can be scaled or replicated in other countries may be presented.
- A committee made up of the allies of this initiative will evaluate the projects and those selected with the highest score will be presented at a pitch day for a final evaluation open to questions from the experts.



- All the allies of the laboratory, both from the public and private sectors, will participate in this pitch day, so there could be parallel opportunities for financing or strategic alliances.
- The top 10 startups will be selected to participate in the acceleration programs offered by Endeavor and Seedstars.
- Additionally, through the pitch day, the entrepreneurs will have potential access to financing and/or technical advice from CAF and the rest of the LIF 2022 allies.

4. Objectives of the contest

- Promote innovative technological solutions that contribute to improving inclusion of women and MSMEs managed and/or owned by women in Latin America.
- Scale up and replicate solutions with a gender approach to other countries in the region.
- Promote the generation of investment agreements with the private sector to promote the chosen enterprises.



- Strengthen the Fintech entrepreneurial ecosystem with a gender approach in the region.

5. Categories and sub-categories

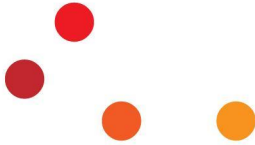
The contest aims to find specific technological solutions in the following 3 areas:

1. Solutions to improve women's financial and digital education and skills:

- Financial education with a gender focus that encourages savings, reduces over-indebtedness, improves the involvement of women in financial planning and decision-making, as well as the proper use and choice of financial products and services.
- Financial education to improve savings, indebtedness and/or budget of MSMEs owned by women.
- Measurement and identification of strategies to improve the well-being or financial health of women.
- Measurement and identification of strategies to improve the well-being or financial health of MSMEs directed and/or owned by women.
- Design and development of mechanisms that facilitate safe digital on-boarding for women, as well as digital literacy programs with a gender focus.
- Design and development of mechanisms that facilitate digital on-boarding for MSMEs managed and/or owned by women in a secure manner.

2. Solutions for the design of financial products and services with a gender approach:

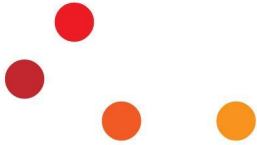
- Access (physical and connectivity) to financial services by women.
- Promotion of access and use of formal financing by different segments of women, taking into account their context and needs.
- Promotion of the use of electronic money based on the particular needs of the different segments of women, as well as the characteristics of the countries.



- Design and creation of digital group banking products aimed at women through formal financial entities.
- Creation of solutions that allow women in rural areas to offer their products virtually and receive electronic payments.
- Creation of mechanisms to promote digital identity that allow generating confidence in the use of digital financial services by women.
- Creation of solutions that allow easy and transparent comparison of the offer of financial services to women.
- Design and development of innovative financial products, such as microinsurance and insurance through technology (Insurtech), microsavings, microinvestment, among others, that have a gender approach.
- Design and development of prepaid models or contracts of use (pay as you go) to promote the generation of credit history for women.
- Design of applications that contribute to eliminating gender bias and discrimination in the processes of evolution of credit applications by account executives.

3. Solutions for financial inclusion with an impact on the productivity of MSMEs led and/or owned by women.

- Creation of opportunities to facilitate access to credit for MSMEs owned by women (mortgage guarantees, credit scoring, microcredit, etc.).
- Creation of sectoral marketplace platforms for technological solutions for MSMEs owned by women.
- Creation of solutions that allow an easy and transparent comparison of the offer of financial services to women-owned MSMEs.
- Systems that facilitate the formalization of women-owned businesses and encourage their digital transformation.
- New alternative financing schemes for MSMEs owned by women.
- Electronic payment mechanisms that provide MSMEs owned by women with security in transactions and lower costs.
- Facilitate credit approvals and disbursements in an expeditious manner that include alternative credit scoring systems with a gender perspective.
- Support women-owned MSMEs to restructure debts and define financing schemes for their supply chains.
- Support for MSMEs owned by women to reorient their value offer.



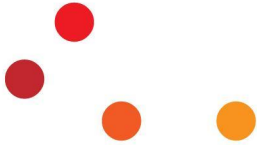
- Crowdfunding platforms in their different variants (donation, reward, loan and equity) with a gender approach.
- Solutions that reduce the training or management times of the enterprises to facilitate the reconciliation between work and family life.

6. Important dates

- The deadline for submitting projects will be from **July 25 to September 9, 2022** at 11:59 p.m. Colombia time.
- The review of the projects will take place between **September 12 and September 30, 2022.**
- The organization of the Financial Inclusion Laboratory will inform the contestants about the shortlisted proposals between **October 3 and 7.**
- Presentation of the pitch & matchmaking event: **October 20, 2022.**
- Acceleration activities by Seedstars and Endeavor: between January and June 2023.

7. Prizes and rewards

- CAF and the evaluation committee will choose the best startups from CAF member countries.



- The selected startups will be invited to present their initiative at a pitch day to be held on October 20, 2022.

- **Prizes for the 10 winners of the LIF 2022:**

- The 10 winning proposals will participate in the Endeavor or Seedstars acceleration programs, which will start in January 2023 and will last between 3 and 6 months.
- The first winning proposal will receive 1 year of membership to the Financial Alliance for Women.
- The two proposals with the highest scores from Panama will receive seed capital from AMPYME - Panama according to the conditions established by the institution.

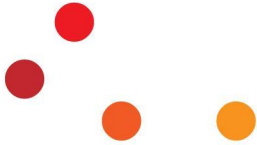
- **Prizes for the finalists of the LIF 2022:**

- All finalist proposals will have the opportunity to participate in a virtual workshop on how to develop Fintech with a gender approach organized by the Financial Alliance for Women.
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- **Prizes for all LIF 2022 participants:**



- All proposals will have the possibility of entering a round of financing by CAF and the private sector allies that are part of the laboratory, after showing interest by the actors involved.



- All proposals will have the opportunity to enter the mentoring program of the laboratory's public and private partners.
- All proposals will be able to enter MentorDay and use a scoring service to assess the applications that are submitted.

8. Jury

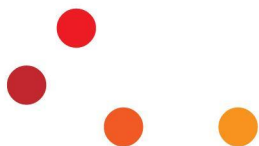
The Selection Committee of the Financial Inclusion Laboratory will be made up of representatives of the allied organizations. This instance will be in charge of selecting the best initiatives and those that best respond to the needs raised by the allies. The decision of the Selection Committee will be final and unappealable.

9. Selection criteria

The Selection Committee of the Financial Inclusion Laboratory will be in charge of selecting the projects for the presentation of the pitch and the *matchmaking* that will take place on October 20, 2022.

The criteria that the Committee will use for the selection of The initiatives will be the following:

- Differentiating innovative aspects
- Value generation
- Potential for growth and replicability in other areas
- Incorporation of technologies



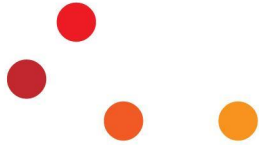
No.	Criterion	Description	Weighting
1	Innovation and incorporation of technologies	The project solves problems of some of the challenges posed in the categories of the Laboratory and makes use of technological tools to solve the problem.	25%
2	Commitment to the development and generation of value for women	The project provides solutions that contribute to the development and greater financial inclusion of women.	40%
3	Potential for growth and replicability	The project has a high potential to be scalable and has a committed and competitive work team.	25%
4	Promotion of women's leadership	The project is led by women or its team is made up of at least 50% women.	10%

10. Terms and conditions

The Financial Inclusion Laboratory reserves the right unilaterally and without prior notice, to exclude any participant, especially when it is suspected or detected that they are committing falsehood or affect the proper functioning and normal course of the competition.

The decisions of the Selection Committee will be final and there is no appeal against them.

Applications that do not contain all the requested requirements will be automatically disqualified.



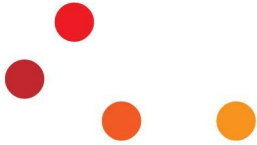
11. Intellectual property

All participants must have sufficient title to the industrial property rights in the brands, business ideas, logos, trade names that are part of or are included in the proposals.

Through the acceptance of the bases to participate in this call, the contestants declare not to infringe any intellectual property right; in such a way that they exempt the Financial Inclusion Contest and its allies from any responsibility for the use of these contents.

The participants are responsible before third parties for the images and contents that they make public during the competition and are responsible before the Financial Inclusion Contest in relation to the following considerations:

- They are owners, holders of the rights or have obtained from third parties the consent that allows granting its publication within the framework of the call.
- The participants fully comply with the laws relating to the right to privacy, good name, intellectual property rights, industrial property or similar.
- All participants are responsible for the veracity of the data provided to participate in the call.
- The participants assume under their exclusive responsibility the consequences of damages or actions derived from the use of the contents and/or programs included in their proposals, as well as their reproduction or dissemination.



- The intellectual and/or industrial property of the projects presented in the Financial Inclusion Contest belong – if applicable – exclusively to the participants who have presented them.

12. Confidentiality Confidentiality

is guaranteed in relation to the ideas and/or projects presented by the participants. The Financial Inclusion Laboratory may only disclose, at any time and by any means, the general characteristics of the projects or initiative, as well as the names of said ideas and/or projects and of the participants, mainly the winners.

13. Publicity

The participants, and especially the winners, expressly authorize with the acceptance of these bases the Laboratory of Inclusion of Financiera to post, reproduce, disseminate and use by all written, spoken and signed means, in any form, by any means and on any support, your name, image and voice, and the general characteristics and the name of the ideas or projects presented without any provision and without prejudice to the provisions of the Intellectual Property and Confidentiality sections of this document.

14. Contact

For more information, contact us via email: inclusionfinanciera@caf.com or through the following contacts: Robert Valls (rvalls@caf.com), Meily Valdez (mvaldezc@caf.com), Oscar Vargas (ovargas@caf.com) and Diana Mejía (dmejia@caf.com).