

BANKING FOR DIGITAL NATIVES



MAURITIUS | AFRICA
FINTECH HUB



CHALLENGE STATEMENT

THEME 1

Revolutionizing the Digital Banking Experience for a New Generation:

How can we revolutionize the banking experience for tech-savvy customers, leveraging novel ideas and propositions to create a seamless, engaging and user-centric platform?

The logo 'FYS' is rendered in a bold, sans-serif font with a blue-to-magenta gradient. It is set against a background of glowing blue circuitry lines and nodes. The entire scene is framed by a perspective grid of blue lines on a dark blue floor, with glowing magenta and cyan curved lines in the corners.

FYS

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Overview

- **Limited Personalization:** Traditional banking interfaces lack adaptability for personalized user experiences, leading to generic digital interactions.
- **Outdated Interfaces:** Antiquated designs create a disconnect with tech-savvy users expecting modern, intuitive interfaces.
- **Cybersecurity Concerns:** The surge in digital transactions heightens cybersecurity risks, demanding robust measures to protect sensitive customer data.
- **Technological Modernization:** Some banking systems struggle to keep pace with evolving technologies, resulting in outdated user interfaces and limited digital innovation.