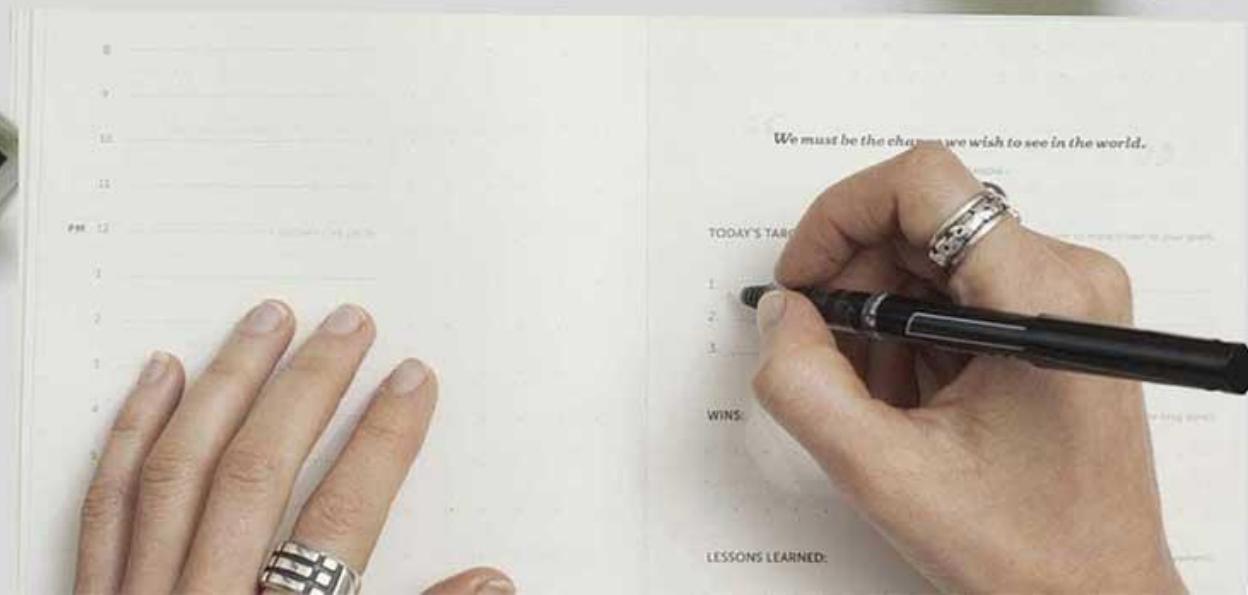


Problem Statement





Polyfintech Hackathon 2024

1 April 2024

Innovation

How might we inspire and empower young individuals to proactively explore and purchase their first insurance policy, ensuring financial security and peace of mind as they embark on their life journey?



Our purpose is to be partners for every life and protectors for every future.



Information Overload

1. Young adults are bombarded with a vast amount of financial information from various sources, making it challenging to discern relevant and reliable advice.
2. There is a need to cut through the noise and provide young adults with clear, concise, and actionable guidance on key financial concepts and strategies.



Lack of Clarity and Direction

- Many young adults may feel unsure of their financial goals and priorities, leading to indecision and procrastination when it comes to managing their finances.
- There is a need to help young adults clarify their financial aspirations and develop a roadmap for achieving them, taking into account their unique values and circumstances.



Limited Access to Resources and Support

- Young adults may lack access to financial education and support services tailored to their needs, particularly those from underserved or marginalized communities.
- There is a need to expand access to high-quality financial resources, tools, and support networks that cater to the diverse needs and backgrounds of young adults.



Risk Aversion and Fear of Failure

- Fear of making mistakes or taking risks may prevent young adults from exploring opportunities for financial growth and prosperity.
- There is a need to foster a mindset of resilience, curiosity, and lifelong learning that encourages young adults to embrace challenges and seize opportunities for financial empowerment.

You may incorporate it into the Tee-Up initiative, use AI to make recommendations or deliver behavioral nudges and also have elements that encourage a viral network effect.

TEE-UP



TEE-Up - Talent Engagement Ecosystem For Gen Z. By Gen Z.

TEE-Up seeks to be a **personalized companion** to students and young adults between 16 to 29 years old as they take charge of their goals and pro-actively curate their own career and financial wellness journeys.

Co-created with an international pool of Gen Zs, professional educators and industry experts drawn from both the public and private sectors, TEE-Up is a **community ecosystem** supporting the Earn, Save, Spend, Donate, Invest* aspirations of the young people.

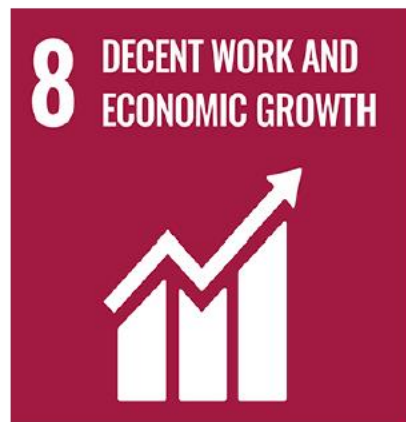
TEE-Up also serves as a **thought-leadership bridge** between the talented young people and the business needs of local communities.



* Pillars of Prudential's award-winning Cha-Ching financial literacy programme

Confidential

TEE-Up in support of the United Nations Sustainable Development Goals



TEE-Up speaks to the following macro themes:

- Lack of career planning resources and opportunities widen the social and economic inequality gap
- Underprivileged communities and women are disproportionately affected
- Prudential is in a position to mobilize a “Force for Good” in the community to improve social outcomes

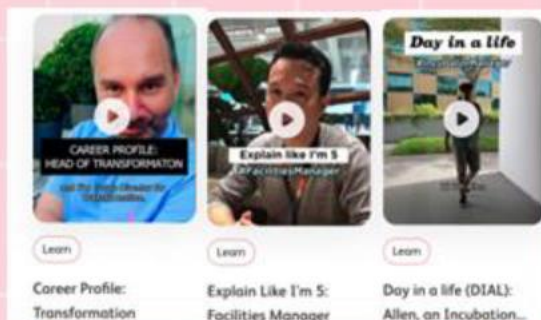
#DOGood

Talent Engagement Ecosystem 'For Gen Zs, By Gen Zs'

Everyone should have the opportunity to pursue their dreams. TEE-Up is a personalised companion to help Gen Zs take charge of their career and financial wellness journeys and unlock their full potential.

TEE-Up Explore

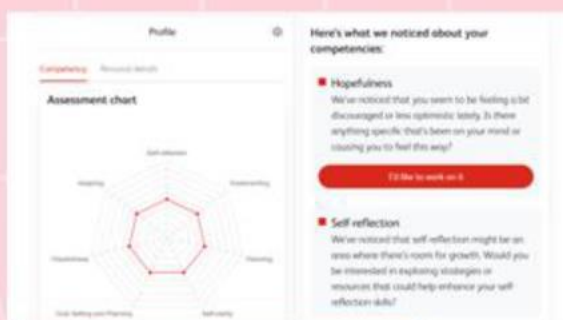
Explore a plethora of careers to understand what the world has to offer, and to unlock doors to meaningful jobs and a better future.



Career exploration videos

TEE-Up Journey

Understand yourself better with our Career Readiness Quiz, and access curated resources from experts to level up your career game.



Tee-up.world

TEE-Up Opportunities

Seize opportunities such as internships, mentorships, and masterclasses to pick up new skills, expand your network, and grow your career



6-week mentorship programme

TEE-Up Co-Create

Connect with a global community of Gen Zs, educators, and industry experts to pay it forward and co-create more resources for good



Event at UCSI University, Malaysia

Kickstart your adulting journey with us and share your ideas!

