

A long-exposure photograph of a bridge at night. The bridge has a concrete structure with vertical supports. The road surface is dark, and the sky is a deep blue. Bright, horizontal light trails from cars are visible, with red trails from taillights and white/yellow trails from headlights. The text 'IMAS Digital Accelerator Programme 2020 Showcase' is overlaid in white, bold, sans-serif font at the top.

IMAS Digital Accelerator Programme 2020 Showcase

SPONSORSHIP KIT

January 2020

OVERVIEW

The IMAS Digital Accelerator Programme (DAP)

The Investment Management Association of Singapore (IMAS) believes that by combining the power of government, the pace of start-ups, the innovation of FinTech and the transformation strategy of corporates, we can truly accelerate transformative change within the investment management industry of Singapore. In 2019, IMAS introduced the first Association-led Digital Accelerator Programme (DAP) in Asia, which focused on the problem statements specific to the asset management industry.

Working with Acceleration Partners and the IMAS Digital Innovation Committee – comprising of Aberdeen Standard Investments, Allianz Global Investors, DWS Investments, Eastspring Investments, FIL International, IMAS Education Committee, Nikko Asset Management, Schroder Investment Management, UBS Asset Management and UOB Asset Management – IMAS brings together essential common industry problem statements for FinTechs to tackle in this 2nd edition of the DAP.

About the DAP Showcase

On 26 March 2020 (subject to change) - Selected DAP finalists will present solutions to industry problems:

- How might we more effectively and confidently scan the regulatory environment to identify change and assess its impact, and efficiently manage change to ensure compliance in our businesses across all the jurisdictions we operate in?
- How might we create solution that provides robust investment models, takes into account the huge amounts of data that are available for analysis, in order to come up with well-timed actionable investment recommendations that results in market outperformance, after taking into account all possible slippage costs?
- How might we use data analytics to better understand our customers so we can develop financial and non-financial offerings that will not only address their current and emerging needs but to also enhance our engagement with them in their investment decision journey?
- How might we automate the production of ESG performance reports using our current data sources, providing compelling and salient reports for our clients?
- How might we more efficiently on-board institutional customers, both in Singapore and abroad, so that we can confidently and legally begin to service them?
- How can we use technology to better quantify sustainable (ESG) impact of a portfolio?
- How might we utilise a gaming platform to build investment knowledge and learn the basic principles of investing for retail investors for better and well-informed investment decisions?
- How might we make information and access to non-traditional private funds more readily available for individual investors, providing them equal opportunity to invest in these funds without additional administrative or cost burdens for both the investors and fund managers?
- How might portfolio managers make more informed investment decisions by bridging both internal and external data in a structured and unstructured context, with a user-friendly assessment framework?
- How might we improve our internal processes and derive relevant insights, particularly through utilising our data, in order to operate more effectively and efficiently?

Sponsor the DAP Showcase

As a sponsor, you play an integral role in discovering the technological solutions that will make a fundamental difference to the asset management industry.

Join us as we shape the future of investment management together.

We offer various sponsorship programs that provide branding and engagement opportunities. If you are interested in securing any of these sponsorship packages, please contact:

Russel Wong

+65 6223 9353
russel_wong@imas.org.sg

Carmen Wee

+65 6223 9353
carmen_wee@imas.org.sg

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PROPOSED PROGRAMME

9.15 am Breakfast and Registration

10.15 am Welcome Speech

- Susan Soh, Chairperson, IMAS

10.30 am Keynote Address

Proposed Topic: TBC

Proposed Speaker:

- S. Israwan, Minister of Ministry of Communications and Information (MCI)

11 am DAP Finalists Showcase Part 1

The first 5 finalists present their solutions to the industry audience and a panel of judges, each with 15 (10 minutes presentation + 5 minutes Q&A) facilitated via PigeonHole. Finalists ballot for order of presentation 60 minutes.

12.30 pm Lunch

2.00 pm TED-style Talk

Suggested topics include: Lessons from Technology Firms; Incubate and Spin Off; Integration Success Stories

2.15 pm DAP Finalists Showcase Part 2

The next 5 finalists present their solutions to the industry audience and a panel of judges, each with 15 (10 minutes presentation + 5 minutes Q&A) facilitated via PigeonHole. Finalists ballot for order of presentation 60 minutes.

3.45 pm Panel Discussion – Incubate or Integrate? – *Related topic of sponsor's choice*

How do we properly allocate resources, both monetary and talent, towards innovation that will serve our business, and what possible frameworks can we adopt to decide whether to invest, build or buy? The panel will discuss the pros and cons of incubation versus integration, while tapping on technology innovators' / Fintech perspectives on which is the better model - an investor who actively incubates and shapes your product, or a customer who purchases your product? This panel will also consider the best practices lessons learnt from incubation and integration.

4.30 pm Announcements of Top 3 Winners

5.00 pm Closing Remarks

5.15 pm Speed Networking Marketplace

Segment for the audience to interact with the various technology innovators and startups.

Platinum Sponsor

SGD 50,000 + GST | 1 slot

8 Delegate Passes

Diamond Sponsor

SGD 35,000 + GST | Up to 2 slots

6 Delegate Passes

Ruby Sponsor

SGD 15,000 + GST | Up to 7 slots

2 Delegate Passes

Exhibitors at the sponsorship area can use this unique opportunity to generate sales leads and elevate your firm's profile within the investment management community. By signing up as a sponsor, you would be able to market your firm's products and services directly with key decision-makers in industry. On top of the standard sponsorship packages, we offer additional branding opportunities for your firm to make a unique impression on the showcase attendees.

PREMIUM SPONSORSHIP OPPORTUNITIES	PLATINUM	DIAMOND	RUBY
Price	SGD50,000++	SGD35,000++	SGD15,000++
Quantity Available	1	2	7
Corporate branding on IMAS DAP website	•	•	•
Corporate branding on pre-showcase marketing e-collateral	•	•	•
Pre-showcase Sponsors' Feature to be shared	•	•	
Complimentary delegate passes	8	6	2
Corporate branding on showcase main screen	•	•	•
Corporate branding at venue signages and publicity boards	•	•	•
Corporate branding at registration area	•	•	
Marketing collateral placed on tables/seats	•		
Mention in opening address	•	•	•
1 table top display at sponsors' exhibition area	•	•	•
1 panelist or moderator slot during the showcase program**	•	•	
Platform presentation during networking breaks	•		

* I.e. a 30 second slot will be played 3 times, and a 40 second slot will be played 2 times

** Subject to the approval of the Digital Innovation Working Group

POST-CONFERENCE

Copy of attendees' name after showcase	•	•	•
Closed-door engagement with IMAS members (e.g. Roundtable / Luncheon)	Select one		
1 speaker/panelist slot at IMAS monthly Lunchtime Talk with IMAS members		•	

Important notes:

Sponsorship packages shall be awarded on a first-to-commit basis. To allow internal policy approvals to be processed, IMAS may reserve the package(s) for interested companies, for a maximum period of two weeks

Sponsorship details are subject to change at the discretion of IMAS and its Digital Innovation Committee.

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