

Abu Dhabi Global Market Academy

ADGM Academy opened for business in early 2018. Located in Abu Dhabi's award winning International Financial Centre, it was established by Abu Dhabi Global Market with the vision of becoming one of the leading academies in the region focused on financial education.

In partnership with globally recognised educational institutions, ADGM Academy offers programmes on a range of topics and qualifications including banking, finance, leadership, entrepreneurship, technical and professional skills.

**The London Institute
of Banking & Finance**



CERTIFIED FINTECH PRACTITIONER MENA

Certified FinTech Practitioner MENA is a ground-breaking new programme developed jointly by The London Institute of Banking & Finance and LendIt Fintech and delivered in partnership with ADGM Academy. The programme is designed for forward-thinking early to mid-career professionals who are looking to expand and formalise their understanding of FinTech business models and the environment in which they operate.

Certified FinTech Practitioner MENA will be delivered online over six weeks. It is an interactive course that has been created by those who have been at the coal face of digital innovation and developments and is designed to:

-  Provide participants with expert knowledge of the evolution and impact of FinTech
-  Develop their ability to understand and to critically analyse the factors behind the success, and failure, of FinTech ventures, models and initiatives
-  Give them the insights they need to operate as an effective leader by looking at FinTech through a range of essential lenses



ABOUT THE PROGRAMME

Certified FinTech Practitioner MENA is studied entirely online and combines weekly live virtual classes and workshops with self-paced individual study. The programme includes:

- Two hours of live virtual lessons each week plus guided self-study at participants' own pace
- A comprehensive course website containing a study guide, reading materials, recordings of live webinars and an expansive library of pre-recorded video content from LendIt Fintech
- Access to the site for the duration of the programme and then for 12 months afterwards enabling participants to refresh and renew their learning
- Free access to LendIt Fintech Digital for a year-a membership-based online community with exclusive content and networking opportunities
- On completion, a digital Certified Fintech Practitioner credential awarded by The London Institute of Banking & Finance that can be shared on their social profiles such as LinkedIn





KEY TAKE-AWAYS

The key take-aways of the programme are:

The dynamic realities of how FinTech is impacting business models across the different sectors of banking and finance

The benefits and applications of key technologies and their implications for financial product and services design and distribution

The influence of the external environment in which FinTech operates and how risk, regulation and security are affecting its development across the globe

The different strategies for growth available to FinTechs and the factors at play in determining success –funding, valuation, collaboration and exit

STUDY EXPERIENCE

Each week of the programme:

The course instructor guides participants through a topic, exploring the key points, sharing case studies and giving participants the opportunity to ask questions and share their experiences.

Participants are then be directed to a range of relevant content from LendIt FinTech where they will be able to watch and listen to leading industry players discuss and share their views on the topic in question and related areas.

Participants can choose to go deeper into subjects that interest them by exploring additional video content. Then they reflect on what they have learnt and consider how it might apply to their own situation and/or organisation by completing a short learning journal that will be reviewed by the trainer. On successful completion of the programme you will gain Certified FinTech Practitioner status.



PROGRAMME OUTLINE

T01



Sectors and Models

Digital banks, neo banks and challenger banks –what are they and how do they stack up against incumbents?

- Challenger banks: an attack from many angles
- Today's dynamic reality
- Value propositions: non-banks versus traditional banks

Challenges and Threats

- The regulatory challenges of establishing challengers and Neos
- Impact and threat from big tech

Wealth and Robo Advisory

- Incumbent versus disruptive business models
- Genuine innovation or opportunistic hype?

Alternative and Embedded Finance

- Business models: genuine disruption or a shift in distribution?
- Alternative finance: the best answer for SMEs?
- Alternative finance: the best answer for real estate?

- differences between crypto-currencies, bitcoins and crypto-assets

Payments and Infrastructure

- Segmentation of the payments market
- Associated value chains, business models, ecosystem and underlying infrastructure
- Latest trends in the market

T03



Environment

Risk and Regulation

- Loan book realities: lessons from the Covid crisis
- Is regulation stifling innovation?
- Global landscape: collaborate, compete, harmonise
- Managing risk in digital products and services
- Bridges and sandboxes

Open Banking and PSD2

- Different models around the world
- Open banking to open finance
- Case studies and examples on successful approaches

T02



Technology

From Data to Decisions: artificial intelligence, machine learning, and cloud computing

- What is AI/ML? Talk nerdy to me
- The cloud stack, and benefits, explained
- Data innovations: traditional and alternative sources of information

Blockchain, DLT and Digital Currencies

- Definitions, features, types and main uses of blockchain in financial markets
- Smart contracts: pros and cons of smart contracts, a legal approach

T04



Growth and Collaboration

Funding and Growth

- How FinTechs are funded and valued at different stages of maturity
- Today's dynamic venture capital environment
- Exit strategies

Partnerships and Collaboration

- Incumbent-FinTech partnership models
- How to partner internally