



Finder Innovation Awards Methodology

The Finder Innovation Awards celebrate innovation across key categories including banking, insurance, and retail. There are 15 categories open for entry which are judged on criteria including innovation and impact.

This document explains the criteria and weighting we will use to assess each category and pick the winners.

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Entry guidelines and scoring

Entry process

Information for the Finder Innovation Awards will be collected directly from entrants through online submissions. Where available, Finder will cross-check this information against publicly available information. We reserve the right to revoke submissions if any information provided is found to be false, misrepresentative or misleading. Specific data points provided by entrants will be used for judging purposes only and will not be shared externally without the entrant's explicit consent.

Assessment period

We request that all data entered through the submission forms is for the 15 months from April 2023 to July 2024. The deadline for submissions is 5pm AEST Friday 30 August 2024.



B2B Innovation

Entry Criteria

- **What we're looking for:**
Companies offering innovative solutions for businesses operating in Australia.
- **Who can enter:**
Any business or brand that provides a product or service to businesses (including a platform, app or software program) within the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe an innovation that you've introduced for your business customers in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. We respect your confidentiality and will not make any of this information public.

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

Do write: "Since introducing the Widgetron, the percentage of users rating our services as 8 or higher in customer surveys has risen from 33% to 68%."

How to enter

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Banking and Payments Innovation

Entry Criteria

- **What we're looking for:**
The most disruptive banking or payments innovation available in Australia.
- **Who can enter:**
Any bank (including a neo or digital bank), credit union, building society, financial institution, BNPL or payments provider/platform operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a banking or payments innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. We respect your confidentiality and will not make any of this information public.

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Innovation in Digital Assets & Web3

Entry Criteria

- **What we're looking for:**
The most disruptive digital asset or Web3 innovation available in Australia.
- **Who can enter:**
Any business related to or dealing with cryptocurrency, digital assets, NFTs, utility tokens and/or Web3.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe an innovation in cryptocurrency/digital assets/Web3 that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Insurance Innovation

Entry Criteria

- **What we're looking for:**
The best innovation in insurance available in Australia.
- **Who can enter:**
Any insurance provider, insurtech provider or other related businesses operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe an insurance innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

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Investment Innovation

ENTRY CRITERIA

- **What we're looking for:**
The most disruptive investment innovation available in Australia.
- **Who can enter:**
Any bank, fintech, credit union, building society, financial institution, superfund, investment provider and/or adviser, investment app, broker, fund manager or brand within the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe an investment innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

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Lending Innovation

Entry Criteria

- **What we're looking for:**
The most disruptive lending innovation available in Australia.
- **Who can enter:**
Any bank (including neo or digital bank), credit union, BNPL or lender operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a lending innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

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Online Customer Service

Entry Criteria

- **What we're looking for:**
The best online customer service in Australia (encompassing chat, email, social and other digital platforms).
- **Who can enter:**
Any consumer-facing bank, financial, insurance, telco, shopping, retail or travel provider or brand operating in the Australian market.
- **Word count:**
Limit your entry to 1,400 words or less, bullet points accepted.

Criteria

1. INNOVATION (20%)

What new and innovative steps did you take to improve online customer service in the 15 months from April 2023 to July 2024. Examples could include new support channels or new technologies or processes aimed at improving customer pain points.

2. RANGE OF FEATURES (20%)

Describe the approach/process you take to dealing with online customer service, including all the options you offer and the typical response times. What issues does your approach help to solve?

3. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

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Retail Innovation

Entry Criteria

- **What we're looking for:**
The best innovation in retail or shopping available in Australia.
- **Who can enter:**
Any store or retailer operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a retail or shopping innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Retail Product Innovation

Entry Criteria

- **What we're looking for:**
The most innovative physical product available in Australia; either a new product, or existing product that has been innovated in the 15 months to July 2024 to better serve the customer.
- **Who can enter:**
Manufacturer or producer of any physical consumer product available in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points are accepted.

Criteria

1. INNOVATION (40%)

Describe a retail product innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Social Impact Innovation

Entry Criteria

- **What we're looking for:**
The most innovative social and/or ethical initiative driving real impact.
- **Who can enter:**
Any business or social enterprise operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a social and/or ethical initiative that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Tech Innovation

Entry Criteria

- **What we're looking for:**
The most disruptive tech innovation in Australia.
- **Who can enter:**
Any bank (including a neo or digital bank), financial, insurance, telco, shopping, retail, travel provider or brand operating in the Australian market.
- **Word count:**
Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a technological innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Travel Innovation

Entry Criteria

- **What we're looking for:** The best innovation in travel available in the Australian market.
- **Who can enter:** Any provider operating in the Australian travel market (including travel agents, airlines, rental transport companies, cruise operators, hotels, tour companies, insurers, financial and travel money providers).
- **Word count:** Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe an innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

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Telco Innovation

Entry criteria

- **What we're looking for:** The most disruptive telco innovation in Australia.
- **Who can enter:** Any telco provider operating in the Australian market, including NBN/broadband, telecommunications and mobile phone providers.
- **Word count:** Limit your entry to 800 words or less, bullet points accepted.

Criteria

1. INNOVATION (40%)

Describe a telco innovation that you've introduced in the 15 months from April 2023 to July 2024. Explain the reason for its introduction, what makes it unique or innovative, any challenges you faced, how it helped you stand out from your competitors and how it benefits your customers.

2. IMPACT/SUCCESS (60%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

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Innovation Champion

Entry Criteria

- **What we're looking for:** The person that champions innovation at all levels.
- **Who can enter:** Any person that has championed a new product, process or innovation in the Australian market.
- **Word count:** Limit your entry to 1,400 words or less, bullet points accepted.

Criteria

1. INNOVATION (20%)

What new product, process or innovation did this individual introduce in the 15 months from April 2023 to July 2024. How is the output unique or innovative? And how did this innovation make the individual stand out?

2. IMPACT/SUCCESS (50%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

Do write: "Since introducing the Widgetron, the percentage of users rating our services as 8 or higher in customer surveys has risen from 33% to 68%."

3. TESTIMONIALS (30%)

Provide 2 testimonials from colleagues, clients or other stakeholders that outline the individual's key achievements during the assessment period.

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Most Innovative team

Entry Criteria

- **What we're looking for:** The most innovative team in Australia.
- **Who can enter:** Any team that has introduced a new product, process or innovation in the Australian market.
- **Word count:** Limit your entry to 1,400 words or less, bullet points accepted.

Criteria

1. INNOVATION (20%)

Describe what new product, process or innovation this team introduced in the 15 months from April 2023 to July 2024. What makes the output unique or innovative? How has this innovation made the team or business stand out from its competitors?

2. IMPACT/SUCCESS (50%)

Please give specific evidence with as much numerical detail as possible. Examples could include (but aren't limited to) improvements in customer numbers, reductions in cost, improvements in efficiency, increases in revenue, or improvements in NPS scores. (We respect your confidentiality and will not make any of this information public.)

As an example, don't write: "The Widgetron has hugely improved customer satisfaction."

Do write: "Since introducing the Widgetron, the percentage of users rating our services as 8 or higher in customer surveys has risen from 33% to 68%."

3. TESTIMONIALS (30%)

Provide 2 testimonials from colleagues, clients or other stakeholders that outline the team's key achievements during the assessment period.

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