### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Action Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minutes</td>
<td>Introduction – Who I am</td>
</tr>
<tr>
<td>15 minutes</td>
<td>Who are you and what you are passionate about</td>
</tr>
<tr>
<td>5 minutes</td>
<td>What is Visa Everywhere Initiative</td>
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<tr>
<td>10 minutes</td>
<td>Entrepreneur Challenge Sponsored by Visa Everywhere Initiative</td>
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<tr>
<td>10 Minutes</td>
<td>Q&amp;A</td>
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What is Visa Everywhere Initiative?

Visa Everywhere Initiative is the leading global innovation program by aggregating, amplifying and accelerating startup integration and collaboration across the organization. The program tasks start-ups to solve payment and commerce challenges of tomorrow, further enhance our own product propositions and provide visionary solutions for Visa’s vast network of partners.

https://www.youtube.com/watch?v=QVdJgL5k_gg
Visa Everywhere Initiative Evolution

2015
VEI USA
CHINA
AUSTRALIA
MKT + PRODUCT
RECRUITMENT

2016
VEI USA
DACH
SSA
LAC
AU, CHINA,
THAILAND, VIETNAM,
JAPAN
PRODUCT +
FINANCIAL INCLUSION
RECRUITMENT +
EXPANSION

2017
RECRUITMENT +
EXPANSION
PRODUCT
VEI USA
EUROPE
CEMEA
LAC
AP

2018
LOCAL
REGIONAL
GLOBAL
PRODUCT +
SOCIAL IMPACT
VEI SRM / INTELLIGENCE
CENTER

2019
COMMERCIALIZATION

2020
TALENT RECRUITMENT
LOCAL
REGIONAL
GLOBAL
PRODUCT +
SOCIAL IMPACT
VEI SRM / INTELLIGENCE
CENTER

NO INCREMENTAL BUDGET UNTIL 2019
VEI is a program where everyone wins

Why It Has Gained Massive Adoption Globally?

- It provides value to Visa and its clients
- It provides value to the startups, fintechs and the entrepreneurial community
- Drives our innovation, diversity and inclusion narrative within the ecosystem
How it works

1. Visa will sponsor a Challenge created for the STEM Highlands Ranch.
2. Students will are required to group in teams of 3
3. The challenge will be anchored in how to create a business that does good while doing well.
4. STEM will collect the proposals (one per team) and send them to Visa.
5. Program will launch on **01/21** and applications should be received by **02/28**.
7. STEM and Visa will curate the list of finalists.
8. Finalists will be announced by **03/16**.
9. Finalists will be invited to present to a judging panel composed of STEM representatives, Visa and Kite.
10. Panel will determine the winning team and will award them with 3 iPads + an internship at Kite for 1 month.
The challenge Visa Everywhere Initiative is going to sponsor is simple:

You have to create a business you are passionate about that does good while doing well.

- It can be anything you want.
- The business does not need to be philanthropy oriented, but it must include a social impact component.
What your presentation needs to include

- What is your proposal?
- Why do you chose that topic?
- Who is your target audience?
- Who will be the ideal team for your company?
- Who would you partner with?
- How the solution potentially could impact the world for good?
- How much money you will need to start?
- How much time will it take you to be in market?

What are we going to judge:

- How unique, innovative is the solution?
- How the solution potentially could impact the world for good?
- For the semi-finals: The structure of the presentation will be important to determine the finalists.
- **For the Gran Finale:** Presentation skills will be evaluated
Thank you!