



Criteria for Responsible Digital Innovator of the Year

General Information to start the entry

1. Industry Type
2. Number of Years in Operation
3. Number of Staff
4. Number of ATMs (if relevant)
5. Number of Branches (if relevant)
6. Number of Countries Operating
7. Headquarter Location
8. Total MSME Loan Outstanding in USD
9. Total Loan Outstanding in USD
10. Number of your MSME Clients
11. How do you define SME? How do you distinguish this from microenterprise? Do you have separate accounting for your SME portfolio – e.g., numbers of accounts, loans, product volume; financial spread; allocated overhead; net profit?
12. What is your target market in SMEs – clarify in terms of definition above; provide information on target market segments, if applicable. Be specific about what you have done for SMEs in a specific period of time (could provide graphs or charts as attachments to back up/illustrate your impact)
13. Why do you consider your financial institution an SME market leader? How do you compare to the competition in your market: 1) overall standing as a financial institution or FinTech; 2) standing in the SME market; 3) standing among competitors for your market segment.
14. How do you measure your success in serving the SME market?
15. Are there any other factors not already addressed through the questions that distinguish you as an SME market leader or innovator – please describe.

Specific Judging Criteria for the Category

1. Reach
 - a. Are there specific niche underserved segments that you target, such as youth, women, start-ups, etc? If so, why did you choose to pursue this market strategy?
 - b. Number of MSMEs served through digital channels (YoY change)
 - c. Volume of MSMEs business originated through digital channels
 - d. Market share in MSME segments within country (ies)
2. Innovation/Uniqueness
 - a. Please summarize the responsible digital innovations implemented based on the [Investor Guidelines](#). Be sure to specifically name the guidelines you are implementing and describe how you are implementing them. Describe the value-addition to your company and your customers.
3. Dynamism/Scalability
 - a. Please summarize the project's or transaction's potential for local, regional, or international replication, citing any major barriers that have been or would need to be overcome in scaling up responsible digital innovation.
4. Impact
 - a. Social impacts and benefits for MSMEs - number of customers using products and services through responsible digital innovation
 - b. Financial impact – sustainable performance results, including market share
 - c. Market impacts – number of best practices implemented, and volume of financing catalyzed for responsible digital innovation

NOTE for 2021:

For the SME Global Finance Awards 2021, we are encouraging entrants to consider specific priority areas of [Responsible Finance Forum – Investor Guidelines](#). Describe specifically how you are implementing these into practice. If women are a focus, also provide how a “gender strategy” or “gender lens investing” is being implemented in practice.

- Guideline #9: *“Prevent Over-Indebtedness, Strengthen Digital Literacy and Financial Awareness”*
- Guidelines #5 *“Establish Customer Identity, Data Privacy and Security Standard”* and #6 *“Promote Fair and Transparent Pricing”*
- Refer to the [Investor Guidelines](#) to understand what they are.
- Additionally, you should refer to [Investor Guidelines Potential Actions](#) to see just a few examples of practices within each of the ten guidelines that may help you to evaluate your own institution's actions to see which guidelines you might showcase in your entry.

If you are ready to start your entry, click here to be taken to the [awards platform](#)