Innovation Workshops

pwc

Are you able to spot innovators and disruptors to your business?

How do you align your team to see threats and opportunities?

Can you use innovation to leapfrog your competition or level the playing field?

Your top executives, product owners, business unit leads, and strategy influencers are often too busy to track new developments in the FinTech ecosystem. That leaves your company vulnerable to competitors and new entrants doing a better job of spotting innovation, recognizing threats and opportunities, and gaining a competitive advantage.

Our workshops focus on priority innovation themes and enable clients to develop strategies to leverage innovative technologies and align with the right FinTech partners.

Who should attend?

Workshops typically bring together groups of four to six executives and members of their leadership teams aligned with the organization's top strategic innovation priorities. Previous attendees range from executive boards to COOs, CIOs, CTOs, and heads of strategy. Business unit leaders often accompany the executives to align with ongoing projects or plan for the future.

Areas of focus

We customize innovation topics based on viability and relevance to your business. Popular focus areas include:

- Omnichannel fraud/risk/ID management
- Financial empowerment of the consumer
- Regulatory and compliance tech
- Digital path to purchase
- Personalization of services and experience
- Customer experience management
- Merchant-centric wallets
- Use of blockchain and distributed ledgers

Sample workshop agenda

Workshops combine strategic advising sessions with PwC Subject Matter Experts and ideation sessions with leading FinTech startups.

Day 1		Day 2		Day 3	
9:00	FinTech overview: the new normal	9:00	Morning briefing	9:00	Morning briefing
10:30	Client use-case review and alignment	10:00	Innovation hub tour and quick pitches from early-stage startups	10:30	Installing an innovation agenda
11:30	SMB banking strategy session	12:00	Digital path to purchase strategy session	12:30	Use-case roadmap and prioritization
1:00	SMB banking working session #1 with a leading FinTech startup	1:30	Digital path to purchase working session #1 with a leading FinTech startup	2:00	Open forum: workshop feedback
3:00	SMB banking working session #2 with a leading FinTech startup	3:30	Digital path to purchase working session #2 with a leading FinTech startup	3:00	Workshop takeaways and closing remarks
5:00	Day 1 review	5:30	Day 2 wrap-up and review		

How it works

PwC's Innovation Workshops bring your decision-makers together to better understand the FinTech landscape and how to apply it strategically. The focused workshop is designed in three phases to identify solutions for your organization's specific challenges.

Our process

Prepare

Before the workshop, clients spend up to three weeks working with PwC Subject Matter Experts to develop one or two specific use cases aligned with innovation priorities. With this information, PwC plans and facilitates the on-site workshop.

Outcomes

- Firsthand knowledge of FinTech ecosystem
- Specific use cases identified
- Targeted list of startups
- Proposed workshop agenda

Workshop

During the workshop, client business leaders convene in Silicon Valley and the Bay Area, New York, or other FinTech hot spots. In New York and San Francisco, workshops take place in our Innovation Suite at Galvanize. On site, PwC facilitates three days of meetings with PwC Subject Matter Experts and startups to refine your strategy and to frame solutions to your use cases.

Outcomes

- Leaders aligned with innovation capabilities and action plan
- Partnership pursuit and internal capability framework

Execute

After the workshop, clients will continue to work with select leading FinTech startups and PwC Subject Matter Experts to develop and implement proofs of concept, rapid prototyping, implementation of co-branded or white-label solutions, and other long-term innovation strategies.

Outcomes

- Partnerships formalized
- Solutions developed and implemented

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