



# Axis Innovation Case Study: **VISA**

## Creating the Future of Payments with Fintech Startups

### Background

After attending Axis Tel Aviv 2015 and seeing firsthand the impact of an Axis Innovation event, the General Manager of Visa Israel approached Axis Innovation with a challenge - can we create a custom event just like Axis Tel Aviv for Visa? This led to the Visa Europe Innovation Exchange 2015, a full day event for showcasing Visa's role as a key player in fintech innovation.

### Visa Europe Innovation Exchange 2015

The results were much greater than expected. Axis Innovation sourced and screened over 250 interested startup companies alongside dozens of local partners, selecting 20 final companies together with Visa. Over 550 delegates applied to attend, ending with over 350 attendees and 94 from outside of Israel. Visa had 2 goals - to use the event as a platform to boost engagement with startups through POC's and connections, but also to show to Visa's clients and network the exciting innovation in Israel. Visa had 2 goals - to use the event as a platform to boost engagement with startups through POC's and connections to their network, but also to show to Visa's clients and stakeholders the exciting innovation in Israel. According to Visa, the event exceeded both expectations.

### Visa Innovation Exchange 2018

Following the acquisition of Visa Europe by Visa Inc., Visa became increasingly active in the Israeli ecosystem. In 2017, we began working together with Visa to create a new event to celebrate the launch of a new global Innovation Center in Tel Aviv. The challenge including creating a custom VIP launch event at the new Visa Innovation Studio, VIP dinner for 60 people, followed by an Innovation Exchange Conference.

Working together with the Visa team in Israel, we designed a new website for the event, marketing materials, and engaged our active network to find the most relevant startups to present at the event. At the same time, we utilized our global network to find innovation directors and C-level executives in retail, transportation, and banking to come to Israel as panel speakers and to connect with the startups. Working together with Visa we created criteria of relevant technologies and companies, and screened over 100 potential matches. We selected 15 presenting companies, and managed all communication and preparatory work with each entrepreneur. Panels included senior executives from strategic companies to Visa from more than 10 different countries.



## Visa Reference



Axis Innovation has been an invaluable partner to Visa to help design and execute our Launch and Innovation Exchange event in February 2018. We chose Axis Innovation because of their unique experience working with both startups and corporations and their ability to fully design and launch a high level event like ours. Our was a truly international event- with keynotes and panelists from 12 countries from the Axis Innovation network- that attracted a high level of exciting startups and attendees.

Axis was involved in every stage of the process from ideation, design, marketing, promoting to startup and running all the screening and review, inviting panelists, creating agenda and roles, plus all the event logistics. They brought many creative new ideas that we used - such as the digital experience at a startup demo zone at our Launch event and NFC wristbands for digital connectivity during the Innovation Exchange conference. The conference and dealflow provided us impressive and innovative startups plus new connections to corporate partners, whom we are certainly going to be following up and eager to work with many of them.

The Axis Innovation team are first class professional. It's very rare to find partners who are so committed to your project and also bring such a diverse skill set and capabilities. We've received excellent feedback from participants, attendees, and fellow Visa employees from abroad about event.



-Shahar Friedman, Head of Innovation Studio Tel Aviv