Financial habits

Venture Challenge | 27-29 November 2026 | MEST Africa, Osu, Accra

Who can pitch: Mixed teams: Old Mutual staff, founders, students and builders

How might we help young adults turn financial intentions into consistent, affordable action?

Why this matters

A young adult may want to save for a goal but struggle to find spare cash, remember to save or get back on track after a missed contribution. Identify which barrier matters most for your chosen audience.

Where to start

Choose a specific audience and one action to repeat, such as setting aside a small amount after a gig payment. Explore how someone would start, pause and restart on their own terms.

What to test

Explain what makes the action affordable and how your pilot will track first use and repeat behaviour. Show the cost of delivering the solution and what you would change if people start but do not return.

What to include in your application

Evidence: What prevents young adults from acting consistently on their financial goals?

Solution: What repeatable action will your idea help a young adult take?

Audience: Which young adults are you designing for, and what does affordable mean for them?

Final pitch checklist

Customer feedback; Business model and costs; Prototype or walkthrough; 90-day pilot plan

How your pitch is assessed

Customer need 25% · Commercial viability 25% · Feasibility 20% · Originality 15% · Collaboration value 15%

Apply to pitch

Select this brief on the Collab Weekend page and complete the pitch application.