

The best-performing entity in digital payments

This award recognizes the entity that demonstrates outstanding performance in embracing and promoting digital payment methods within the agritourism sector. It recognizes excellence in leading the transition to cashless transactions, driving financial inclusion, and leveraging technology to improve customer experiences.

- Launch of the Challenge: 20 June 2024
- Deadline of the Challenge: October 2024
- Announcement of winners: October 2024
- Award ceremony at the INNVEST Summit in November 2024

Participation criteria

- The entity must be registered in NBC and with legal capacity to enter into this project.
- Obligated to be part of the informative and training sessions of this pilot project
- Commitment to long-term integration and sustainability of digital payment methods within the business operations.

Criteria for the Prizes

Transaction Volume: Estimate of the total volume of digital transactions processed through each business's digital payments program.

Customer satisfaction: Collect feedback from customers regarding the ease and convenience of the digital payment options offered by each business.

Accessibility and Security: Assessment of security measures implemented to protect customer information and prevent fraud.

Sustainability: Prioritizing the use of environmentally friendly payment methods, reducing paper-based transactions, and promoting sustainable business practices in general.

Prize details

- Guide Tool Performance (Upscale their know-how in Optimizing and maximizing the potential of experiential tourism; Harnessing the impact of new technology; Alternative business models; Innovative experiences) (2000 euro)
- Be a member of the INNVEST Network access, to 150 + top corporations in WB6 through which they will have continuous support and opportunities to participate in INNVEST projects and events (1000 euro)
- Invitation of the winners to pitch at the INNVEST Summit and panel invited.

- Microfinance tailored access finance opportunity
- National and Regional visibility through Agritourism Association and INNVEST social media channels.

Protection of Personal Data

- INNVEST and all the actors included in this pilot project pledge to be neutral in the evaluation of the entities for the announcement of the winners. Each process will be carried out in full transparency.
- To use the data communicated solely for the pilot project.
- To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure, or unauthorized access.
- If there is another entity in charge of processing, impose the same protection obligations established in the applicable regulations.
- INNVEST shall not be liable for any false, inaccurate, obsolete, incomplete, or erroneous data submitted by the participants.
- The participant may exercise his rights of access, rectification, cancellation, and opposition by sending an e-mail to info@investfund.com