



## THE PATH TO SUCCESSFUL PROOF-OF-CONCEPT

### EVENT DETAILS

<b>Date</b>	Thursday 16 May 2024
<b>Time</b>	1:30 p.m. – 2:30 p.m. HKT
<b>Medium</b>	English
<b>Format</b>	In-person Only
<b>Venue</b>	KPMG: Rooms 1-7, 8/F Prince's Building, 10 Chater Road, Central
<b>Register</b>	Click <a href="#">here</a> or scan QR below



### OVERVIEW

Hosted by the Hong Kong Monetary Authority (HKMA) and facilitated by Quinlan & Associates and KPMG, this training, titled 'The Path to Successful Proof-of-Concept', is the second instalment of the HKMA's Fintech Training Series, following the first training on 'Building a Robust Business Case'.

This training aims to offer middle management professionals at financial institutions in Hong Kong with practical guidance on running a PoC process for Fintech deployment initiatives, from inception to graduation. The session will cover the overall PoC process, identify common challenges that may impede the transition to full implementation, and highlight key success factors for PoC initiatives.

### AGENDA

#### Part 1: Training (Mr. Benjamin Quinlan, Quinlan & Associates)

1. What is PoC?
2. What are the best practices for executing a PoC process?
3. What are the key enablers of successful PoC?

#### Part 2: Industry Sharing (Mr. Isaac Kong, DBS Bank)

1. What are the successful factors of conducting a PoC?
2. What are factors that may bring uncertainty to a PoC?



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### TRAINER PROFILE



**Benjamin Quinlan**  
CEO & Managing Partner



Benjamin Quinlan is the CEO and Managing Partner of Quinlan & Associates. He is the former Chairman of the Fintech Association of Hong Kong. He currently sits on the Board and Chairs the Innovation & Technology Committee at AustCham and also holds various Chairman and advisory roles across public and private institutions in Hong Kong.

Benjamin has an extensive track record advising many of the world's leading multinational companies, financial services organisations, SMEs, and start-ups on a variety of high-profile strategic engagements. He is quoted extensively in the global financial press and is frequently interviewed by leading media outlets, including TIME, Bloomberg, Reuters, CNBC, the Financial Times, and the Wall Street Journal. He is also a regular keynote speaker at leading financial services industry conferences across the world.

Prior to founding Quinlan & Associates, Benjamin was the Head of Strategy for Deutsche Bank AG's Equities business in Asia Pacific and its Investment Bank in Greater China. He has also worked at Oliver Wyman, UBS, and PwC. Outside of his corporate career, Benjamin is a regular TEDx speaker, as well as a keynote speaker at large-scale industry conferences. He regularly runs workshops and employee training sessions for a host of leading multinational companies. Benjamin is also an award-winning stand-up comedian, having won the 2017 Hong Kong International Comedy Competition and featuring in Comedy Central TV, as well as numerous other TV shows as a celebrity guest.



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### TRAINER PROFILE



**Isaac Kong**

Head of Digital, Consumer Banking Group



Isaac heads Digital Business & Transformation in DBS retail & wealth management segment, responsible for driving digital tech initiatives and delivery to market at pace.

He oversees both online and offline end-to-end digitalization, including products, channels, frontline sales / CRM tools, and related backend and operation systems.

Isaac also leads the Innovation & Project Portfolio Management team to deploy the latest Fintech solutions to our consumer banking & wealth management business.

Demonstrated a history of experience across APAC, Isaac is passionate in bringing customer experience by marrying business and technology, to design a seamless customer financial journey. Customer & employee experience and design thinking have always been the core values in his career.

Prior to DBS, Isaac was formerly a B2B e-commerce platform & marketing global lead and a founding member of a product retail start-up.