



FINTECH ACADEMY JORDAN STRATEGY

2024 - 2026



POWERED BY



Institute of Banking Studies
معهد الدراسات المصرفية



أكاديمية الفنتك الأردنية

**FINTECH
ACADEMY**

JORDAN



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**FINTECH
ACADEMY**
JORDAN



INTRODUCTION

Fintech Academy Jordan (FTA Jordan) is a joint initiative between Central Bank of Jordan (CBJ) and Institute of Banking Studies (IBS) concerned with specialized training in the fields of Fintech and Innovation.

Institute of Banking Studies - Jordan (IBS) and the Central Bank of Jordan (CBJ) are embarking on an unprecedented initiative to establish an academy dedicated to fintech and innovation training.

This pioneering initiative, operating under the Institute of Banking Studies, aims to become a regional center of excellence in these fields.





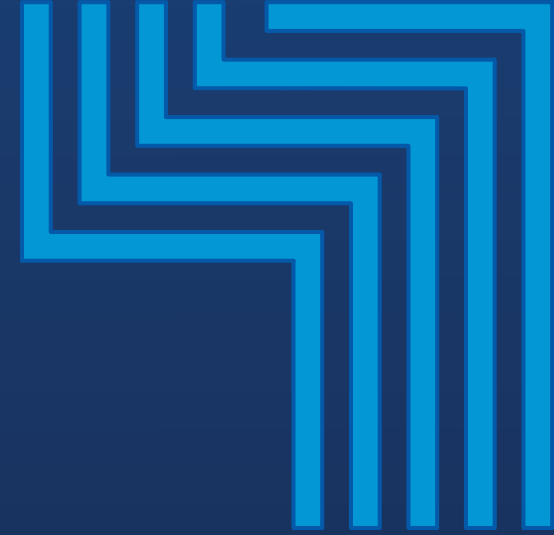
**IBS THE FIRST JORDANIAN TRAINING
INSTITUTION TO RECEIVE
ACCET ACCREDITATION**



IBS THE FIRST JORDANIAN TRAINING INSTITUTION TO RECEIVE ACCET ACCREDITATION

The Institute of Banking Studies (IBS) was awarded an accreditation certificate by the Accrediting Council for Continuing Education and Training (ACCET) / USA since 2019, and the accreditation was renewed in 2022 until 2025.

ACCET 



CURRENT STATUS



CURRENT STATUS

TYPE OF TRAINING ACTIVITY	1971 - 2022		2023	
	NUMBER OF ACTIVITIES	NUMBER OF PARTICIPANTS	NUMBER OF ACTIVITIES	NUMBER OF PARTICIPANTS
TRAINING COURSES /PROGRAMS	7,568	111,711	262	2,632
PROFESSIONAL CERTIFICATE PROGRAMS/EXAMS	326	2,866	33	419
TOTAL	7,894	114,577	295	3051

WHY FINTECH ACADEMY?



WHY FINTECH ACADEMY?



TAILORED TRAINING

Fintech Academy offers specialized training in key areas



ACCESS TO RESOURCES

Offers access to research publications, industry reports, and technology tools.



RESEARCH & INNOVATION

Drives research activities contributing to fintech advancement.



KEEPING PACE WITH INDUSTRY TRENDS

Keeps professionals updated on fintech developments.



SUPPORT FOR ENTREPRENEURS

Guidance for fintech startups and navigating regulatory frameworks.



RISK MANAGEMENT

Offers courses on assessing, mitigating, and managing fintech risks.



NETWORKING OPPORTUNITIES

Facilitates networking among industry experts, entrepreneurs, investors, and students.



CAREER ENHANCEMENT

Enhances career prospects through specialized knowledge and certifications.



GLOBAL INSIGHTS

Provides insights into international markets, regulations, and trends.

METHODOLOGY



METHODOLOGY

FinTech Academy Jordan believes in the importance of corporation and partnership with the key stakeholders including financial and banking institutions, educational institutions, associations, unions, regional and international organizations, and other relevant parties, in the success of the Academy to meet the needs of the financial and banking industry and to prepare a generation of young people and entrepreneurs capable of understanding and dealing with modern financial technology and its innovations. To supply and meet future market needs.

Accordingly FTA Jordan prepared a questionnaire shared with the key stakeholders to formulate the academy's vision, mission, core values, and ambitious strategy goals that are compatible with the needs and inspirations of the financial and banking sectors and key partners, IBS believes in the methodology regarding preparing a strategy for FTA Jordan with key stakeholders, with the aim of enabling the Institute to develop and formulate a vision, mission, core values, and ambitious strategic goals that are compatible with the needs and aspirations of the financial and banking sector and key partners.

A business person in a suit is pointing at a digital interface. The interface features various business icons such as a magnifying glass, a globe, a shopping cart, a house, gears, a clock, a bar chart, a line graph, a person, a group of people, a refresh symbol, and a cloud. The background is a blurred image of the person's hand and arm.

VISION

MISSION

TARGET SEGMENTS



OUR VISION

“Pioneering in Fintech & Innovation Training on the Local and Regional Level”

OUR MISSION

Providing comprehensive and cutting-edge training in Fintech field to equip individuals, businesses and financial institutions with the knowledge, skills, and tools necessary to excel in the rapidly evolving Fintech landscape. Furthermore, fostering the culture of innovation and entrepreneurship in the financial field.

Our commitment to excellence and continuous improvement drives us to deliver world-class programs and services that meet the highest standards of quality and relevance.

TARGET SEGMENTS

- Banking and Financial Sector.
- Entrepreneurs and Fintech startups
- Women
- Youth



**CORE
VALUES**

CORE VALUES

SKILLS DEVELOPMENT

Empowering individuals, businesses, and financial institutions by providing comprehensive and cutting-edge training to equip them with the knowledge, skills, and tools necessary to excel in Fintech.

COLLABORATION

Encouraging collaboration and partnerships within the Fintech ecosystem to leverage collective expertise and create meaningful connections between academia, industry, and the community.

INTEGRITY

Emphasizing ethical conduct and integrity in all aspects of training and services, recognizing the importance of responsible practices in the Fintech industry.

EXCELLENCE

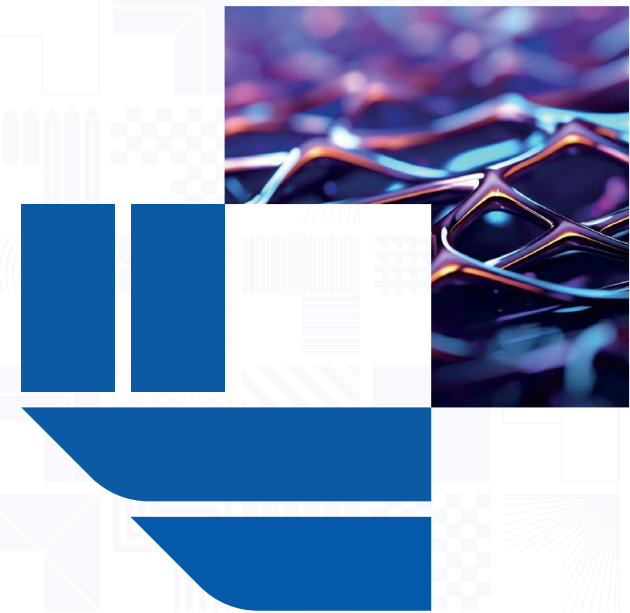
Striving for excellence in all aspects of training activities and services provided to ensure the highest quality and relevance.

CONTINUOUS IMPROVEMENT

A commitment to continuously evaluate, evolve, and enhance training activities to stay at the forefront of the rapidly evolving Fintech landscape.

INNOVATION

Fostering a culture of innovation in the financial sector by encouraging creative thinking, exploring emerging technologies, and promoting entrepreneurial mindsets.



STRATEGIC AND OPERATIONAL GOALS AND KEY WORKING PROCEDURES



STRATEGIC AND OPERATIONAL GOALS AND KEY WORKING PROCEDURES

- 1- CREATING A SUPPORTIVE AND STIMULATING ENVIRONMENT FOR INNOVATION IN FINTECH**
- 2- BUILDING AND UPSKILLING THE CAPABILITIES OF TARGETED HUMAN RESOURCES IN THE FIELD OF FINTECH AND INNOVATION**
- 3- PROMOTING AN INNOVATION CULTURE AND TALENT PREPARATION**



CREATING A SUPPORTIVE AND STIMULATING ENVIRONMENT FOR INNNOVATION IN FINTECH



1

CREATING A SUPPORTIVE AND STIMULATING ENVIRONMENT FOR INNOVATION IN FINTECH

PROVISION OF TECHNICAL INFRASTRUCTURE

- Allocating well-equipped and advanced training classrooms that keep pace with industry trends.
- Providing and enabling digital communication channels with the target groups.
- Providing technical tools and digital platforms to support training activities.
- Preparing and providing experimental laboratories.
- Providing the required technical support and high availability.

BUILDING PARTNERSHIPS WITH KEY STAKEHOLDERS

- Developing a comprehensive partnership strategy to build mutually beneficial relationships.
- Identifying local, regional, and international key stakeholders.
- Collaborating with key stakeholders to build strong relationships.
- Providing access to academic resources, expertise, and networks.

**BUILDING AND UPSKILLING THE
CAPABILITIES OF TARGETED HUMAN
RESOURCES IN THE FIELD OF
FINTECH AND INNOVATION**



2

BUILDING AND UPSKILLING THE CAPABILITIES OF TARGETED HUMAN RESOURCES IN THE FIELD OF FINTECH AND INNOVATION

DEVELOPMENT OF TRAINING ACTIVITIES

- Assessing training needs and identifying knowledge gaps.
- Designing and developing training curricula based on practical applications and realistic scenarios.
- Ensuring that training curricula are relevant to the current industry needs.
- Integrating opportunities for practical training with real-world scenarios.
- Conducting periodic reviews of training activities based on industry changes and emerging trends.

BUILDING AND UPSKILLING OF TRAINEES' CAPABILITIES

- Organizing and conducting specialized training activities, short courses, specialized diplomas and professional certificates.
- Organizing and hosting industry-relevant forums and conferences.

PROMOTING AN INNOVATION CULTURE AND TALENT PREPARATION





3 PROMOTING AN INNOVATION CULTURE AND TALENT PREPARATION

ENCOURAGING A CULTURE OF LEARNING AND CONTINUOUS IMPROVEMENT AMONG TRAINEES

- Promoting a self-learning approach by providing diverse learning resources.
- Providing opportunities for project-based practical training.
- Providing opportunities for interaction and engagement with specialized experts.

ATTRACTING AND DEVELOPING TALENT IN THE FIELD OF INNOVATION

- Adopting and implementing initiatives to attract talent.
- Recruiting talent and exporting them for training in the field of Fintech and innovation.



CHALLENGES OF THE ACADEMY'S TARGET SEGMENT IN FINTECH CAPACITY BUILDING AND TRAINING

SALES per COUNTRIES



FINANCIAL REPORT



LAST UPDATED 4 MIN. AGO

CASHFLOW STATEMENT

OPERATIONS	6,554,224.00
NOT SALES	3,420,563.00
Investment	6,764,984.00

EXPENSES	9,550,452.00
Development	6,337,886.00
Operating expenses	2,899,500.00
Marketing	500,799.00
NET INCOME	59,877,892.00

EQUITY STATEMENT

REVENUES	6,554,224.00
NOT SALES	3,420,563.00
Investment	6,764,984.00

EXPENSES	9,550,452.00
Research-Development	3,337,886.00
Operating expenses	2,899,500.00
Marketing	500,799.00
NET INCOME	59,877,892.00

BALANCE SHEET

INCOME STATEMENT

REVENUES	6,554,224.00
NOT SALES	3,420,563.00
Investment	6,764,984.00

S5



+

+

TRADING

DATA



CHALLENGES OF THE ACADEMY'S TARGET SEGMENT IN FINTECH CAPACITY BUILDING AND TRAINING

- **Lack of Awareness:** Many individuals in Jordan may not be fully aware of what fintech is and the potential career opportunities it offers. This lack of awareness can hinder the adoption of fintech training programs.
- **Regulatory Environment:** Part of fintech industry might have regulatory framework. Keeping training materials and curricula up-to-date with rapidly changing regulations and ensuring that students understand these regulations can be challenging.
- **Skills Gap:** There may be a gap between the skills taught in traditional education and the skills required in the fintech industry. Training programs need to be tailored to bridge this gap effectively.
- **Continuous Learning:** The fintech industry evolves rapidly, so professionals need to engage in continuous learning to stay up-to-date.
- **Gender Gap:** There is a gender gap in technology-related fields. Encouraging women to participate in fintech capacity building programs is an important challenge.

ENABLERS



ENABLERS

INCENTIVES

- Accredited participation certificates.
- Global professional certifications.
- Free participation in training activities.

PARTNERSHIPS

- Developing local, regional, and international strategic partnerships.

GOVERNANCE

- Establishing a specialized academy for fintech and innovation activities.
- Fintech and Innovation Academy strategy.
- Diverse training methodologies (multiple training tracks).
- IBS has a strong reputation in the training field.

TECHNOLOGIES

- Utilizing technology tools and techniques to enhance training and learning for trainees by creating a technical and professional training system of high quality that aligns with market requirements.

HUMAN CAPITAL

- Providing expert trainers with specialization at the local, regional, and international levels.
- Innovative administrative body.
- Creative and innovative trainees.



MAIN PILLARS



MAIN PILLARS



MARKET GAP

There is a shortage of qualified Fintech training providers in Jordan, FTA Jordan can fill this gap.



GROWING DEMAND FOR FINTECH SKILLS

The increasing adoption of Fintech and the need for skilled professionals in Fintech sector.



INDUSTRY PARTNERSHIPS

Partnering with Fintech firms offers internships, attracts trainers, and shapes curriculum.

KEY PARTNERS



KEY PARTNERS

GOVERNMENT SECTOR

- Central Bank of Jordan.
- Ministry of Digital Economy and Entrepreneurship.
- Jordan Securities Commission.
- Skills and Technical Development Authority.

REGIONAL AND GLOBAL ORGS, INSTITUTIONS, AND INSTITUTES.

- International electronic payment and money transfer companies accredited in the Kingdom.
- International Innovation Institutes.
- Regional and International Training Institutes.
- Other regional and international organizations and institutions.

ASSOCIATIONS AND UNIONS

- Association of Banks in Jordan.
- Jordan Exchange Association.
- Jordan Microfinance Network (Tanmeyah).
- Information and Communication Technology Association-Jordan.
- Jordan Insurance Federation.
- Jordan Universities Network.
- Civil Society charities for women empowering.

EDUCATIONAL INSTITUTIONS

- Universities.
- Colleges.

FINANCIAL AND BANKING INSTITUTIONS

- Banks.
- Electronic Payment and money transfer companies.
- Exchange companies.
- Insurance companies.
- Financing companies.
- Credit information companies.
- Financial brokerage firms.

OTHERS

- Entrepreneurs and startups in the field of Fintech.
- Incubators and accelerators in the field of Fintech.
- Jordan Post.



FTA
JORDAN