

The Thinking Room

Bring something worth thinking about.
Think it through together.



Alliance of Digital Finance
and Fintech Associations

A peer-to-peer
space for
collaborative
thinking.



Explore
ideas and
opportunities



Share
experience
and insights



Get fresh
perspectives



Make
connections



Take
thinking
further



10 minutes
Idea or problem pitch
Set the context and share
your key questions.



30 minutes
Open discussion
Share perspectives,
challenge thinking and
generate new ideas.

Propose your idea now >

IDEAS | PEOPLE | PERSPECTIVES | ACTION

About The Thinking Room

The Thinking Room is a peer-to-peer space for **collaborative thinking**.

Each session starts with an idea, challenge, question or problem that would benefit from a different perspective. We bring people together to explore it, challenge the thinking, share experience and generate new ideas or approaches.

The Thinking Room is not about presenting a finished idea or product or finding the 'right' answer. It is about putting something into the room and seeing what we can work out together. The value comes from the **collective thinking and conversation** that follows the initial presentation.

What can you bring to The Thinking Room?

Almost anything is welcome, provided it connects to digital financial services, fintech, innovation, consumer protection, and financial health.

You might want to:

- Test an early-stage idea or concept
- Get perspectives on a challenge you are facing
- Explore a new opportunity
- Sense-check an approach or strategy
- Find ideas for solving a particular problem
- Share a question where you don't yet have the answer
- Explore an emerging issue or trend
- Learn from how others have approached a similar challenge

Your idea does **not** need to be fully developed. In fact, an early-stage idea or a problem you are struggling with can make for an excellent Thinking Room session.

What makes a good topic?

Bring something worth thinking about, not something you've already figured out. The best sessions are likely to be those where there is a genuine question, challenge or opportunity to explore and where input from peers could change or strengthen the thinking.

The format is not intended for:

- Product or service pitches
- Sales or promotional presentations
- Presentations designed primarily to share information
- Topics where there is little opportunity for participants to contribute

Who can bring an idea to The Thinking Room?

Thinking Room sessions are hosted by AllianceDFA, with sessions proposed through AllianceDFA member associations.

An AllianceDFA member association can **propose** a session and **contribute** the idea themselves, or they invite someone from its network - for example, a fintech, financial service provider, technology company, researcher or other relevant stakeholder - to **contribute** the idea or challenge and deliver the pitch.

The **Proposer** must be the AllianceDFA member association, and the **Contributor** can be the association or their invited guest.

How does a Thinking Room work?

Each session lasts **45 minutes**:

- **Welcome:** An introduction to the topic and the person bringing the challenge – 5 minutes
- **Pitch:** Set out the context, challenge or idea and what you would like from the group – 10 minutes
- **Think together:** An open, facilitated conversation where participants share perspectives, experience and ideas – 25 minutes
- **Wrap-up:** Summarise what you heard and identify any potential next steps – 5 minutes

Applying to host a Thinking Room

AllianceDFA will review and confirm proposed sessions to ensure they are relevant to members and suited to the Thinking Room format.

When proposing a session, please provide:

1. **The proposer:** Name of the AllianceDFA member association proposing the session
2. **The contributor:** Who will deliver the pitch
3. **Proposed title:** A clear, engaging title for the challenge or idea.
4. **What would you like to explore:** A short description of the idea, challenge or question.
5. **Why would peer input be useful:** What are you hoping to learn, test or solve through the conversation?
6. **Your 3–4 questions:** What would you like to ask the group?
7. **Who is bringing the idea:** The AllianceDFA member host and, if different, the person who will deliver the pitch.
8. **Who would benefit from the conversation:** What types of people, organisations or expertise would you like in the room? AllianceDFA will help promote confirmed sessions to its membership and, where appropriate, a wider audience.

Guidance for the Proposer and Contributor

The Roles and Responsibilities

- The **Proposer** is the AllianceDFA Member Association putting forward the Thinking Room session.
- The **Contributor** brings the idea or challenge to the room, delivers the pitch, facilitates the discussion, and captures a brief note of what was heard during the discussion.

The AllianceDFA Member Association may be the Proposer and Contributor, if they are bringing the idea or challenge. Or, the Association may invite someone from their network to take on the Contributor role, making the Proposer and Contributor two different people.

Responsibilities for the Proposer

The Proposer puts forward the session idea and identifies the Contributor who will present the topic or challenge to the group.

Where the Proposer and Contributor are different people, the Proposer supports the Contributor before, during and after the session to help ensure a productive Thinking Room discussion.

The responsibilities include:

Before

- Support the Contributor in shaping the session to suit the Thinking Room format.
- Review the Contributor's slides and discussion questions, offering suggestions for improvement where helpful.
- Work with AllianceDFA to confirm the session details and support its promotion.

During

- Welcome participants and introduce themselves and the Contributor.
- Support the facilitation of the discussion, encouraging an open and constructive exchange in which all participants have the opportunity to contribute.
- Capture key ideas, suggestions and comments raised during the discussion.

After

- Ensure the Contributor completes the *What Was Heard / What's Next* record, adding any key points from the discussion that may have been missed, and send to AllianceDFA.



Responsibilities for the Contributor

1. Keep your pitch to 10-minutes

Keep your pitch focused, it should be no more than 10 minutes, with a maximum of **five slides**.

Your pitch should give participants enough context to understand what you are bringing to the room so they can engage meaningfully. It should cover:

- **The context:** What is the situation, opportunity or problem?
- **The challenge:** What are you trying to work out?
- **What you've tried or considered:** What have you done or explored so far, if relevant?
- **What you need from the group:** What perspectives, experience or ideas would be most useful?

2. Prepare 3–4 questions

Your pitch should finish with **3–4 open questions** to guide the conversation. Good questions invite people to share their experience, challenge assumptions and offer ideas.

For example:

- *Has anyone faced a similar challenge, and how did you approach it?*
- *What am I missing or not considering?*
- *What alternative approaches could we explore?*
- *If you were in this position, what would you try next?*

3. Make it a conversation

After your pitch, facilitate an open discussion around your questions, encouraging participants to share their experiences, perspectives and ideas. You don't need to have all the answers - the purpose is to learn from the group.

Try to:

- Encourage a range of people to contribute
- Draw out different perspectives and experiences
- Make space for quieter participants
- Challenge assumptions constructively
- Keep the conversation focused
- Connect ideas and identify common themes
- Keep an eye on time

The goal isn't necessarily to reach a definitive answer. Participants should leave with new perspectives, useful ideas, potential connections or practical next steps.

4. Encourage open and honest discussion

The Thinking Room is designed to encourage open and honest discussion. Unless otherwise agreed, comments and contributions should not be attributed to individuals or organisations outside the session. Participants are encouraged to share their experience and perspectives openly and constructively.

5. Capture what you heard

The Contributor and/or Proposer will capture the key outcomes using a simple **What We Heard** / **What Next** template:

What We Heard

- Key insights
- Different perspectives
- Ideas or approaches suggested
- Questions that remain

What Next?

- Potential actions
- Follow-up conversations or connections
- Ideas worth exploring further
- Who might take the next step

This doesn't need to be a long, formal report. The aim is to capture the useful thinking that emerged from the conversation, and identify any sharable insights.