



## SMART MONEY LEAGUE

Inter-Universities Challenge 2026

*Part of Pakistan's Biggest Wealth Expo*

January 10-11, 2026,  
Karachi Expo Center

## About the Expo

Money Matters – Wealth Expo 2026 is Pakistan's first and biggest platform dedicated to financial literacy and smart money management. The national drive for financial literacy & inclusion has been recognized and partnered by country's top regulators; State Bank of Pakistan, SECP, Pakistan Stocks Exchange and Mutual Funds Association of Pakistan. The Expo brings together Banks, Asset Management companies, Insurance providers, and Fintech Innovators under one roof to empower citizens with financial knowledge and tools.

## About the Challenge

The Smart Money League engages university students in designing practical, inclusive financial plans that promote budgeting, savings discipline, and smart investing.

Students will create solutions for real-world scenarios – from managing personal finances as university students to helping young families achieve financial security through effective planning financial inclusion (stocks, mutual funds, Islamic finance), and insurance/takaful).

This challenge is more than a competition – it's a movement to empower Pakistan's next generation of "Future Wealth Leaders."

## Why Partner with Us..

- ◆◆ National Visibility: Showcase your university as a thought leader in Financial Education.
- ◆◆ Industry-Academia Linkages: Collaborate with Banks, AMCs, Insurance and Fin-techs.
- ◆◆ Student Empowerment: Hands-on exposure to Financial Tools and Decision-Making.
- ◆◆ Recognition at Expo: Winning teams will present live at the Money Matters Wealth Expo 2026, receive National Recognition, and Mentorship from Financial Industry Experts.



2026

[moneymattersexpo.com](http://moneymattersexpo.com)



## Why it Matters?

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For Students: Hands-on exposure to real Financial Tools, CV-Worthy National Recognition, Direct Networking with Industry Experts.

For Universities: Prestige as a thought leader in financial literacy, active student engagement, Industry-Academia collaboration.

For the Expo: Youth footfall & engagement, fresh ideas & innovation, stronger visibility and conversions for exhibitors.

## Rewards & Recognition

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- Cash prizes for the Top 3 winners
- Mentorship from leading Banks and Asset Managers.
- Trophies and certificates titled 'Future Wealth Leaders'.
- National recognition at the Wealth Expo 2026.

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Regards,  
**Jibran Siddiqui** - CEO, Brand Accord  
Organizer, Money Matters - Wealth Expo 2026

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