
Level Up in Germany

*Connecting international talent with the financial
infrastructure they need to thrive in Germany.*

What we do and what we are asking for

Level Up in Germany is a structured talent community and career platform for African and international students, graduates, and young professionals in Germany. Through our events, mentorship programmes, and Africa-based partnerships, we reach international talent at every stage, from pre-departure preparation to active professional life in Germany.



Our mission

To build a generation of diaspora youth in Germany who are oriented, connected, and equipped to succeed. We do this through events, mentorship, community, and strategic institutional partnerships across Africa and Germany.



Our ask

We invite Fintiba to become a strategic financial integration partner for Level Up in Germany, starting with the Annual Event on 17 October 2026 in Frankfurt. We propose a first conversation to define the right entry point and activation format together.

Six active formats, one integrated community

Level Up in Germany is not a single event. It is a structured ecosystem of recurring formats designed to accompany international talent at every stage of their journey in Germany. Each format creates a distinct touchpoint — and a distinct context where Fintiba's services are directly relevant.



Annual Conference

Flagship event (17 Oct 2026, Frankfurt). 250+ international talents, mentors, employers, and speakers. Panels, workshops, networking. **Fintiba touchpoint: students in active financial setup.**



Level Up Career Tour

Recurring format visiting companies and professionals across Germany. Talent meets recruiters on-site. Concrete career paths made visible. **Fintiba touchpoint: students planning long-term stay, permit renewal.**



Level Up Business Tour

Spotlighting entrepreneurs and project leaders from the diaspora. Showcases real-world business paths in Germany for aspiring founders and freelancers. **Fintiba touchpoint: self-employed newcomers, business account needs.**



Mentor Bridge

Structured programme pairing motivated students and young professionals with experienced mentors. Bi-weekly sessions over 3 months. **Fintiba touchpoint: mentors actively advise on administrative setup.**



Career Workshops

Hands-on sessions: CV writing, interview prep, German job market navigation, LinkedIn and professional branding. Available as standalone or embedded in events. **Fintiba touchpoint: financial literacy module opportunity.**



Community and Digital

Active WhatsApp groups, TikTok, Instagram, and Facebook channels. 120k+ combined reach. Year-round touchpoints beyond events for the full diaspora community. **Fintiba touchpoint: year-round content and referral presence.**

The financial access gap every international student faces

Before an international student can enroll in a German university, they must navigate a dense web of financial and administrative requirements. Without the right guidance, many students make costly mistakes, choose the wrong providers, or fail to meet visa requirements entirely.

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| <ul style="list-style-type: none">●
No blocked account, no visa
A Sperrkonto is a mandatory proof of funds for a German student visa. Most applicants only discover this at the consulate, with no time to compare providers or understand the process. | <ul style="list-style-type: none">●
Health insurance confusion
Public or private, statutory or travel insurance, TK or AOK — the choices are opaque for newcomers. Wrong decisions lead to coverage gaps, rejected enrollment, and financial loss. |
| <ul style="list-style-type: none">●
No trusted guidance available
Information is scattered, often incorrect, or given too late. Students rely on WhatsApp groups, YouTube, or word-of-mouth — channels with no accountability and frequent misinformation. | <ul style="list-style-type: none">●
Permit renewal requires a new blocked account
Every time an international student in Germany renews their Aufenthaltserlaubnis, they must prove sufficient funds. A blocked account is one of the most accepted forms of proof. This is not a one-time transaction for Fintiba — it is a recurring revenue opportunity tied directly to the German permit renewal cycle. |

A structured pipeline from Africa to Germany

AAD Institut, one of Level Up in Germany's institutional sponsors, is a leading language and academic preparation institute based in Cameroon. As a sponsor of Level Up, AAD Institut is formally integrated into our ecosystem, giving us direct access to motivated students preparing to move to Germany — months before they need a blocked account, an insurance contract, or a visa stamp.

HOW THE PIPELINE WORKS

- 1 Language and academic preparation in Cameroon**
AAD Institut prepares students with German language courses and university application guidance. These are serious, committed candidates.
- 2 Pre-departure orientation includes financial requirements**
Through Level Up's partnership, AAD students receive structured guidance on blocked accounts, health insurance, and visa documentation before departure.
- 3 Arrival and community integration in Germany**
Students land in Germany and enter the Level Up community, with ongoing access to events, mentors, and trusted service recommendations.

WHY THIS MATTERS FOR FINTIBA

20+

Students sent to Germany per month via AAD Institut. Each one needs a blocked account before their visa is approved.

240+

New pre-qualified, high-intent prospects reachable per year through this single pipeline alone.

AAD Institut is already a sponsor of Level Up — the relationship is formal and active. A Gold partnership gives Fintiba direct integration into this pre-departure pipeline. These students are not browsing. They are actively looking for a provider right now, before they leave Cameroon.

Early traction across community, events, and partnerships

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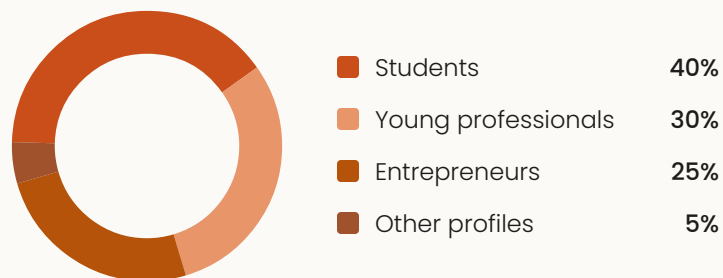
Level Up in Germany is at an early but structured stage. The traction below reflects organic community growth, sold-out events, and active institutional interest across Germany and Africa, all built without significant external funding.

120k+ Total digital reach across platforms	130 Participants at our last sold-out event	7 Countries represented in community	20+ Students/month via AAD Institut pipeline	4 Career Tour editions completed
● Organic community growth Combined audience across TikTok, Instagram, Facebook, and WhatsApp community channels. High engagement from students and young professionals at every stage of their German journey.	● Sold-out events Our last event reached 130 participants and sold out ahead of schedule. Four Career Tours and three Business Tours delivered across multiple German cities in 2024 and 2025.	● Africa-Germany corridor Through AAD Institut, Level Up has a direct, structured pipeline from Cameroon to Germany, including pre-departure communities where Fintiba can be positioned as the recommended provider.		

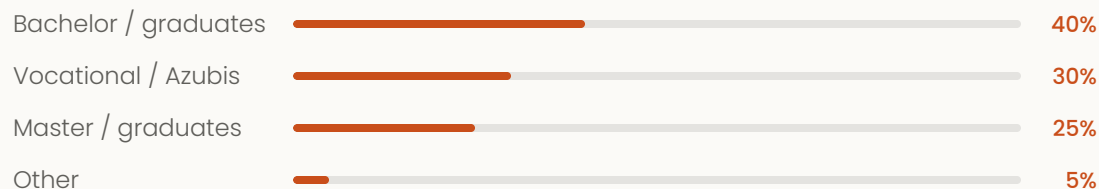
A recurring audience with active financial needs

Our community spans every stage of the student and professional journey in Germany. From pre-arrival preparation to residence permit renewal, this audience has real, recurring financial and administrative needs that Fintiba directly addresses.

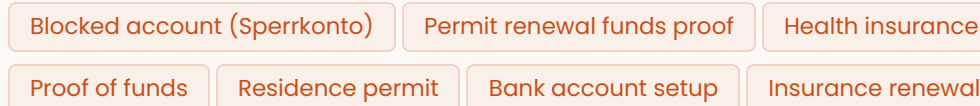
AUDIENCE COMPOSITION



WITHIN THE STUDENT SEGMENT



SERVICES THIS AUDIENCE ACTIVELY NEEDS



REGIONS AND LANGUAGES



LANGUAGE PROFILE

German, French, English, and Portuguese. Strong overlap with Fintiba's key target markets in Africa, particularly Cameroon, Senegal, and Ivory Coast.

Why Fintiba and Level Up are a natural match

This is not event sponsorship. It is an opportunity for Fintiba to become the recommended financial partner for an audience that needs exactly what Fintiba offers, before they arrive, when they arrive, and throughout their time in Germany.

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| <ul style="list-style-type: none">● Access before the competition
Through AAD Institut, Fintiba reaches students in Cameroon weeks before they open any blocked account. First-mover trust is the most valuable position in financial services for newcomers. | <ul style="list-style-type: none">● Trusted community endorsement
A Fintiba recommendation through Level Up carries the weight of community trust. Our audience does not act on ads — they act on endorsements from voices they already rely on. |
| <ul style="list-style-type: none">● Educational authority, not advertising
Fintiba does not need to pitch. A 30-minute session at our event on blocked accounts and financial setup positions Fintiba as the expert, not the vendor. That is a fundamentally different relationship. | <ul style="list-style-type: none">● Two recurring revenue triggers, not one
New arrivals via AAD Institut (20 per month) represent the first trigger. The second is permit renewal: every student already in Germany who needs to extend their Aufenthaltserlaubnis must prove sufficient funds — and a Fintiba blocked account is a direct solution. Level Up reaches both groups. |

Fintiba has two distinct, recurring customer triggers in this community: **new arrivals who need a blocked account before departure**, and **students already in Germany who need one again for permit renewal**. Level Up gives Fintiba structured, trusted access to both groups.

Three levels of engagement

Bronze, Silver, and Gold each deliver a different level of visibility, trust, access, and pipeline value. All packages are indicative and can be adapted based on Fintiba's activation priorities.

3

Bronze

EUR 500

Community Entry

Introductory presence at the October event.

WHAT YOU GET

- 1x Logo on event materials and stage backdrop
- 1x Social media mention (120k+ combined reach)
- 2x Reserved seats at the Annual Event
- + Brand mention in the welcome address
- + Post-event community impact report

2

Silver

EUR 1,000

Trust and Reach

Visibility across channels and at the event.

EVERYTHING IN BRONZE, PLUS

- 3x Social posts across TikTok, Instagram, LinkedIn
- 1x Branded booth at Annual Event
- 5x Reserved seats with priority placement
- 1x Co-branded article on financial setup in Germany
- 12mo Logo on website partner page
- + Feature in Level Up partner newsletter

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Gold

EUR 2,000+

Pipeline Access

Full integration across event, community, and Africa pipeline.

EVERYTHING IN SILVER, PLUS

- 1x 30-min branded session on blocked accounts
- 1x Speaker slot at Annual Event (17 Oct 2026)
- + Fintiba recommended in AAD Institut pipeline
- + Opt-in lead list from event attendees
- 2x Co-produced educational content pieces
- + Post-event email follow-up with community
- + Dedicated partnership manager

A bespoke multi-year strategic partnership integrating Fintiba into the full Africa-Germany pipeline is available on top of Gold.

PROPOSED PILOT PARTNERSHIP

Annual Event · 17 October 2026 · Frankfurt

The Annual Event is our flagship format, bringing together 250 or more international students, young professionals, and diaspora community members for a full day of learning, networking, and career activation. For Fintiba, this is the ideal first activation point.

- **Financial setup session**

A 30-minute Fintiba-branded session on blocked accounts, health insurance, and financial requirements for students. Positioned as expert education, not advertising. Audience: all 250+ attendees.

- **On-site booth and lead capture**

A dedicated Fintiba booth for direct conversations, sign-up support, and materials distribution. Our team will facilitate warm introductions from attendees with active financial setup needs.

- **AAD Institut integration**

Fintiba introduced as the recommended blocked account partner to students currently enrolled at AAD Institut in Cameroon, reaching them months before their departure and visa application.

SUGGESTED NEXT STEP

A 30-minute introductory call to confirm the activation format and partnership level for 17 October 2026. We will prepare a tailored briefing with audience data and pipeline projections ahead of the call.

EXPECTED IMPACT

What success looks like, for both sides

Impact will be tracked across three dimensions. Metrics will be agreed and baselined before the pilot begins.

For the talent community

- Trusted, clear guidance on financial setup in Germany
- Access to a vetted, community-endorsed provider
- Reduced risk of choosing the wrong blocked account
- Better prepared arrival for 240+ students from AAD pipeline

For Fintiba

- Pre-arrival lead generation via AAD Institut (20/month)
- Brand presence among 250+ engaged event attendees
- Recurring acquisition: permit renewal audience already in Germany
- Trusted authority positioning in a high-intent community

Long-term potential

- Expansion to Level Up events in Berlin, Munich, Hamburg
- Integration into Level Up career workshop content
- Access to growing AAD network across Africa
- Preferred partner status in future Level Up programmes

Now

PILOT ACTIVATION

17 October 2026 Annual Event, AAD Institut integration confirmed, first lead pipeline activated.

2027

SCALED PARTNERSHIP

Fintiba integrated across all Level Up events nationally and into the full AAD Institut pre-departure programme in Cameroon.

2028+

PREFERRED PARTNER

Level Up's recommended financial infrastructure partner for the Africa-Germany corridor. Consistent, measurable acquisition channel.

— NEXT STEP

Let us begin the conversation

We are proposing a 30-minute introductory call to explore how Fintiba and Level Up in Germany can define the right partnership format for 17 October 2026. We will come prepared with event audience data and AAD Institut pipeline projections.

SUGGESTED FIRST ACTION

Reach out to schedule a 30-minute call. We will prepare a tailored briefing document that includes event audience data, AAD Institut pipeline numbers, and a proposed Gold activation plan for the 17 October 2026 event — so the conversation can move directly to decisions.

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