

A Turkish SME is looking for international R&D partners for preparation of proposal for the project on gamification elements and personalized financial management tools.

Summary

Profile type

Business request

Company's country

Türkiye

POD reference

BRTR20260226011

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

2 Mar 2026

2 Mar 2027

Last update

2 Mar 2026

General Information

Short summary

A Turkish SME specializing in project management and fintech solutions is developing an innovative, AI-driven financial literacy platform. The project aims to enhance financial inclusion and education among young people through gamification and personalized AI advisors. We are seeking international partners (SMEs, Universities, or Research Organizations) with expertise in AI algorithms, behavioral science, or fintech integration to form a consortium for the upcoming call.

Full description

The project aims to create a comprehensive digital ecosystem that addresses the lack of financial education among the younger generation. By leveraging artificial intelligence, the platform will offer personalized financial advice and interactive learning modules.

Key Project Goals:

To develop an AI-based recommendation engine for personalized financial management.

To implement gamification strategies that encourage long-term user engagement and behavioral change.

To provide a secure, fintech-integrated environment where youth can practice financial decision-making.

We are looking for R&D-performing SMEs, universities, or research institutes to collaborate on technical development, data analytics, or pilot testing in European markets. The goal is to submit a competitive application that delivers a market-ready educational fintech solution.

Advantages and innovations

Early Market Entry: Partners will gain early access to a high-potential EdTech/FinTech market segment targeting the next generation of consumers.

Technological Innovation: Collaborative development of advanced AI algorithms and behavioral analytics tools.

Co-Funding Opportunity: Opportunity to secure R&D funding through the call framework.

Scalability: The platform is designed for international scalability, offering partners the chance to localize and expand the solution within their respective regions.

Knowledge Transfer: Exchange of expertise between fintech developers, AI researchers, and pedagogical experts.

Technical specification or expertise sought

We are looking for R&D-performing SMEs, universities, or research institutes to act as technical or strategic partners. The expected roles include:

Technical Development: Contributing to the development of AI algorithms, machine learning models, or secure fintech API integrations.

Pedagogical Expertise: Designing gamified financial literacy modules based on behavioral science.

Pilot Testing: Conducting local market analysis and coordinating pilot user groups for platform validation.

Consortium Participation: Actively engaging in the application process and managing the project's work packages in their respective country.

Stage of development

Under development

Sustainable Development goals

• **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

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Type of partnership

Commercial agreement

Type and size of the partner

• **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **02007010 - Education software**
- **02007013 - Banks/financial institutions software**

Targeted countries

• **World**

Sector groups involved