



## **UniCredit and the Open Bank Project launch the 2016 online Appathon: a global competition for financial technology developers and start-ups**

Berlin, June 13<sup>th</sup>, 2016 – UniCredit, together with UniCredit Business Integrated Solutions and with the Open Bank Project, will launch the 2016 online Appathon.

UniCredit is a leading European financial group with an international network spanning 50 markets. With more than 7,800 branches<sup>[1]</sup> and almost 143,000<sup>[2]</sup> employees serving more than 30 million clients, the Group has commercial banking operations in 17 countries.

The 2016 Appathon is driven by the Open Bank Project API (Application Programming Interface), developed by the Berlin-based TESOBELtd/Open Bank Project. Simon Redfern, CEO of TESOBELtd/Open Bank Project, notes: “an API enables innovation to happen in faster and unexpected ways. Innovative developers and entrepreneurs can quickly imagine, design and code ‘out of the box’ solutions, using the rock-solid, secure services provided by the UniCredit bank. This allows the bank to more quickly understand and integrate innovations for the benefit of their customers. We are thrilled to be working with Unicredit, a banking group that is clearly serious about partnering with outside start-ups and innovators across the globe.”

Paolo Cederle, CEO of UniCredit Business Integrated Solutions, the global service company of the Group, says: “we want the Appathon to help us foster innovation and translate thoughts into new products and services that benefit our customers; by opening the API to participants, they can create functioning app prototypes that shorten the production process”.

The Appathon will be run in a controlled environment (‘sandbox’) using test data emulating real-life situations. In addition to the professional collaboration package worth €50,000 for the winning team, participants can win additional prizes and bonus gifts

### **Participants will face challenges on the themes of:**

- PSD2
- Moment-Based Insight
- Digital Wallet 2.0

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[1] Figures include branches of Koç Financial Group calculated at 100%

[2] FTE "Full Time Equivalent"= number of employees counted for the rate of presence. Figures include employees of Koç Financial Services Group calculated at 100%.

Participants can leverage these challenges to focus on current technology trends including biometrics, mobile wallets/payments, artificial intelligence, social media banking in conjunction with new and emerging business models.

Winning apps will be concrete ideas and proposals aligned with the business needs of the UniCredit Group. Successful entries will be suitable for immediate development and integration with UniCredit Business Integrated Solutions, the global service company of the Group.

Participants can apply online with an app connected to the Open Bank Project API. Ten teams will be selected to demo their applications in Milan on July 20 for UniCredit's senior management who will determine the winners of the competition.

**Prizes:**

- 1st ranked: a professional collaboration package worth €50,000 with UniCredit Business Integrated Solutions;
  - 2nd ranked: Innovation Prize: 2 tickets to attend Finovate London
  - 3rd ranked: Tech Prize: 1 Virtual Reality Headset
  - Attendees prize: €50 of bitcoin per person
- In addition, travel and subsistence costs related to demo day of July 20<sup>th</sup> (up to €1K per team) will be covered.

**Where & When:**

The Appathon by UniCredit will be held in Milan on July 20<sup>th</sup>, 2016. The competition will be opened on 13<sup>th</sup> June, and closing date for entries is 13<sup>th</sup> July. Participants are invited to enter the competition online at <https://www.f6s.com/unicreditappathon/apply>.

**Profile: TESOBÉ Ltd/Open Bank Project:**

The Open Bank Project is an open source API and App Store for banks which empowers financial institutions to securely and rapidly enhance their digital offerings using an ecosystem of 3rd party applications and services. More: <https://openbankproject.com/>

For more information and to register for the event, please visit: <http://www.unicredit-appathon.com/>

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