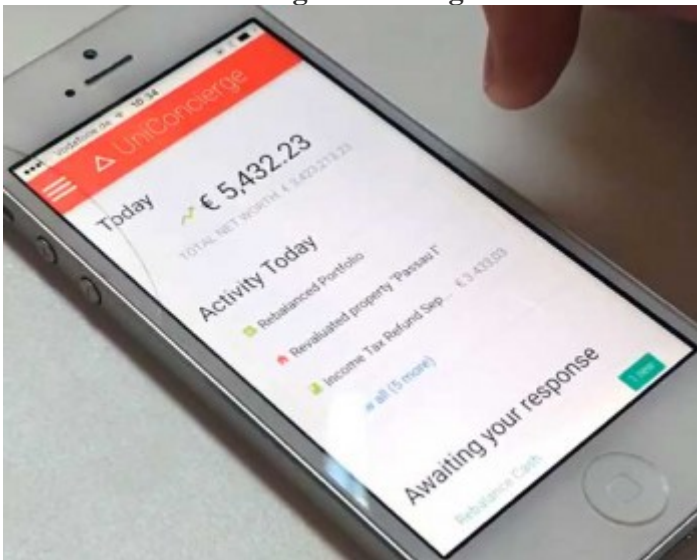


# Unicredit Appathon 2015: 18.000 Euro für Private-Banking-, Teenager- und Commodity-Apps



Die Sieger des Appathon 2015 HVB/Unicredit

**UniConcierge, TeenWallet and couch Banking are the winners of the first international teams Unicredit Appathon 2015 - and shared a whopping 18,000 euros prize money.** At the weekend in Munich, Milan and Vienna around 300 FinTech specialists, web designers and app developers had met to develop innovative ideas for solutions and apps that have the potential to enrich the future of digital banking.



The winner: UniConciergeHVB

**I**n Munich welcomed the HypoVereinsbank HVB Forum 17 teams. Within 24 hours the German Appathon participants developed - at the same time with the teams in Austria and Italy - their solutions and suggestions on the topics of "wearables and Mobile Banking", "Digital Private Banking" or "Premium Service". For the first time, developers were able to through selected technical interfaces of the Bank (API / Application Programming Interface) functionality and typical bank data simulate in order to make their project idea.



*We thank all participants for Appathon their great commitment and their impressive creativity. Digitisation is for HypoVereinsbank crucial "*

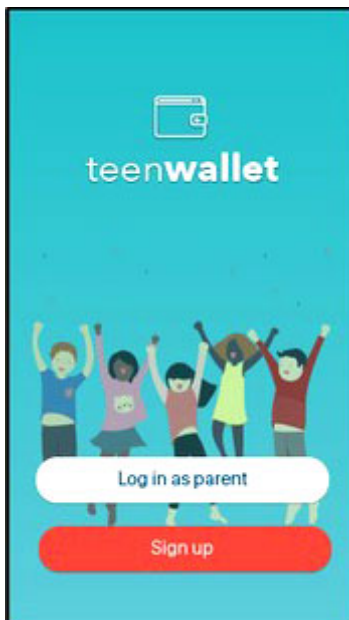
*Heinz Laber, Member of the Management Board of HypoVereinsbank*

With new formats such as the Appathon the bank wants make the digital transformation and provide the digital community with a platform around the banking of tomorrow. The Appathon is part of the initiative E-Culture of HypoVereinsbank, which goes back to an idea of the HVB Women's Council. With the e-initiatives, Unicredit wants to bring innovative ideas into the house.

Three projects convinced the jury this especially true:

### **1st prize: UniConcierge**

UniConcierge is a private banking app that manages and helps to manage the private assets an overview of all assets. In addition, it is connected via videochat with the private banking advisors. It is enormous what the team has programmed in such a short time.



## 2. Price: TeenWallet

TeenWallet is a kind of online wallet for young people, to keep track of the finances of their children with their parents. Teenagers can send an online request for pocket money increase to parents this example.

## 3. Price: Couch Banking

Couch Banking convinced the jurors with an application, user-friendly and comfortable banking on the television and thus to bring into your living room.

### The jury had not easy

The best ideas for app-implementation were evaluated in the Munich edition of the UniCredit Appathon 2015 from a renowned jury and awarded. These included André Bajorat (Figo), Thomas Bümsen, Thomas Probst and Boris Scukanec (all HypoVereinsbank) and Lissimahos Hatzidimoulas (UniCredit Business Integrated Solution) and Michael Weigelt (IBM Germany).

Overall, HypoVereinsbank had awarded a prize of 18,000 euros for the best three ideas in Germany. In addition, special awards from partners and sponsors Value Transformation Services, gini, Figo, DataArt, organize.me and The Royal Jungle were awarded. These included prizes such as Apple Watches, assistance in developing a business plan for the developed applications and tickets for the next event of the Startup Events Royal Jungle Festival in Munich.

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