

PRESS RELEASE

Winners of Novathon 2018 Changing the World of Fast Investments

VUB attracted to Bratislava the top of fintech innovations

BRATISLAVA (9 October) – The most interesting solution of NOVATHON 2018 in the field of digital banking innovations and the prize of 10 thousand euro as well as the support for further development in the amount of 20 thousand euro went to the Hungarian team Family Financies with the solution of fast investment options for absolutely everyone. The basic idea of their improvements is the possibility to become a co-owner and get a stake in a company from which the client just bought goods or a service only with a few clicks.

Within its tour around the European countries last weekend **NOVATHON 2018**, an international event of the Italian banking group Intesa Sanpaolo, was held in Slovakia. **Všeobecná úverová banka**, which is a member of the Group joined a [technical conference](#) with a programming marathon – hackathon in one place and organized a unique meeting of tens of local as well as international fintech authorities.

A total of 24 teams from Slovakia, Hungary, Croatia, Serbia and Italy under the supervision of 25 mentors were trying to program improvements of the existing applications, banking products or find new solutions within the digital finance management during one day and one night. The event featured also a special club of Hospodárske noviny (*Financial Newspaper*) **HN Inspire**.

“The future world of finance will be definitely different than the one we are used to now. Transactions will be performed faster, it will be possible to perform them from many digital devices and money transfer will be managed in ways we can hardly even imagine yet. The solutions will be merging functionalities and consumers will navigate around the world of finance more intuitively,” said the key guest at Novathon **Jim Marous (USA)**, an internationally recognized strategist and promoter of digital banking in USA.

In his opinion, it is however important to choose a suitable pace of innovation implementation, so that consumers would be able to absorb the improvements and get used to them in their common lives.

Novathon brought a surprisingly great interest in fintech improvements. *“The aim of the event was to make a creative platform for joining capabilities in starting new solutions and searching for a new perspective on how and which way the world of finance could advance in its improvements,”* added **Maurice Lisi**, the manager of Intesa Sanpaolo responsible for strategy of Banking Digital and coordination, implementation of multi-channel projects in ten subsidiaries of the Group across Europe.