

# **BNP Paribas in Luxembourg takes part in the BNP Paribas International Hackathon for the first time**

## **Around 10 start-ups competed to optimise client experience**

From 9 to 11 June 2017, the third International Hackathon organised by the BNP Paribas Group was held worldwide, running simultaneously in Luxembourg, Berlin, Brussels, Istanbul, Nanjing, Paris, Rome, San Francisco, Singapore and Warsaw, with a total of 160 start-ups taking part.

With a firm focus on openness, this event brought together around 10 start-ups and almost 100 internal experts and coaches in Luxembourg to address digital developments and their impact on client experience. Over the course of a weekend, the Luxembourg-Kirchberg BNP Paribas site was thus transformed into a hub for sharing experience, culture and expertise around a central theme: "optimising client experience in the Bank."

At the end of the weekend, a panel of judges composed of senior executives from the Group in Luxembourg and external professionals selected the winning start-up: Tetrao. Created in 2014, Tetrao provides Artificial Intelligence technology enabling the automation of any process carried out by a human being in a web browser. Within the context of the Hackathon, its technology allowed human behaviour to be simulated in order to accelerate data gathering from different web sources. If the joint project is successful, this technology will reduce the time it takes to open accounts for professionals from several months to a few days.

Carlo Thill, Country Head of BNP Paribas in Luxembourg, who attended the event, stated: "We are proud to have participated in the BNP Paribas International Hackathon for the first time. As a long-standing corporate partner, our Bank is constantly in search of innovation in order to ensure our clients receive the best experience possible. As such, it seemed only natural that BNP Paribas in Luxembourg would take part. At the end of the weekend, one start-up came out on top, but all participants, including the start-ups, coaches, experts and facilitators, have achieved a great deal during this experience!"

After this initial weekend, Tetrao, the winning start-up, will have the opportunity to develop its solution during a co-creation phase. Over ten weeks, it will receive the support of experts from the Bank to turn its project into an operational solution, to be unveiled on 1 December 2017 at the Demo Day in Paris. It will then compete with the 27 winners from the other participating countries.

“When we talk about digital, we are really referring to a very broad range of changes for the Bank. These relate to products and services, innovation policies, client relations, operations, optimum use of data assets, staff working methods, talent management, brand strategy and more. Such transformation is even more complex because it lies at the crossroads of technology, client expectations, competitive strategies and regulation. This event offers a unique opportunity for us to open ourselves up and plan effectively for the challenges that await us. The very positive feedback received from participants and the possibility for collaboration with certain start-ups serve as encouragement to forge ahead,” concluded Agnès Gerbaud-Seuret, the Bank’s Chief Transformation Officer.

The BNP Paribas International Hackathon reflects the accelerated pace of BNP Paribas’ digital transformation and has a special, long-term place in its open innovation ecosystem. The Hackathon weekend was the first step on a journey extending throughout 2017, and beyond!

<p><b>Winner: Tetrao</b></p> <p>Artificial Intelligence technology enabling the automation of any process carried out by a human being in a web browser.</p> <p><a href="http://www.tetrao.eu">www.tetrao.eu</a> @Tetrao_eu</p>	<p><b>Second place: SnapSwap</b></p> <p>A fully automated digital account opening solution for retail clients, enabling users to verify client identity, gather information, carry out due diligence and Know Your Customer (KYC) checks and issue an online electronic signature via a mobile device or computer in less than six minutes.</p> <p><a href="http://www.snapswap.eu">www.snapswap.eu</a> @SnapSwap</p>	<p><b>Third place: Budget Insight</b></p> <p>Connect your clients to their banks in complete security with Budgea API.</p> <p><a href="http://www.budget-insight.com">www.budget-insight.com</a> @BudgetInsight</p>
<p><b>Trust1Team</b></p> <p>Offers governments and organisations a range of rapid integration products to provide users with a unique digital experience by applying the highest security standards and European and US legislation for maximum adoption.</p> <p><a href="http://www.trust1team.com">www.trust1team.com</a> @Trust1Team</p>	<p><b>Quantstore</b></p> <p>Quantstore is a white-label B2B FinTech platform ready to deploy for digital banks, asset/wealth managers, insurers and online brokers. It provides several ready made templates and can be utilised to deliver any conceivable investment related FinTech theme, from robo advice to contextual investment themes on a state of the art SAAS platform.</p> <p><a href="http://www.quantstore.com">www.quantstore.com</a> @QuantStore</p>	<p><b>KYC ONE</b></p> <p>KYC One is a Luxembourg-based platform designed to enable the instant and automatic onboarding of clients.</p> <p><a href="http://www.kyc-one.com/">http://www.kyc-one.com/</a> @kyc_one</p>
<p><b>Materia</b></p> <p>Budget coaching for Bank prospects and clients through a mobile app in the form of a “cyber coach” (Artificial Intelligence), which sets motivating and game-based targets. To ensure accuracy at all times, Materia is fed with data from clients’ financial statements and through advanced profiling based on neuroscience.</p> <p><a href="http://www.experience-materia.com">http://www.experience-materia.com</a></p>	<p><b>Velocity</b></p> <p>Velocity is a start-up based in Luxembourg specialising in the creation of Artificial Intelligence solutions and custom deep learning algorithms for the mining of all data types.</p> <p><a href="http://www.velocity.lu">www.velocity.lu</a> @ivan_jacobs_1</p>	<p><b>SEERUS</b></p> <p>A digital platform enabling the large-scale collection, moderation and sharing of clients’ company reviews.</p> <p><a href="http://www.seerus.com">www.seerus.com</a> @seerus</p>



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### About BGL BNP Paribas

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg and a member of the BNP Paribas Group. It offers its retail, professional, private banking and corporate clients a particularly wide range of financial products and bancassurance solutions. In 2016, BGL BNP Paribas was named Best Bank in Luxembourg by the international magazine *Euromoney*.

### About BNP Paribas

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 74 countries, with more than 190,000 employees, including more than 146,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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