

# FinTrack Awards 2017

Tracking innovation in financial services



## Winner – ANZ



ANZ upgraded its card replacement service in January, launching a digital version of the service that provides customers who have lost their cards or had them stolen with immediate virtual replacements. The replacement cards are made available within the card holder's Apple Pay or Android Pay digital wallet, allowing them to immediately resume using their card to make payments in-store and online. This feature is a major improvement for customers of ANZ, who previously needed to wait for a new plastic card to be delivered before being able to make payments again either in-store or online. This is a unique service in Australia as of launch, providing ANZ with a leg up on its competitors in terms of customer service.



## Runner up – worldpay



WorldPay launched the first of what was to be several software-based mobile point-of-sale (mPOS) solutions in June 2017 in the UK. The service, called My Business Mobile, allows merchants to accept contactless payments without needing to buy any hardware; the merchant need only pay Worldpay's service fees to use it. My Business Mobile, which lowers the bar for electronic payments acceptance even further for small merchants, comes with the caveat that they can only accept contactless card (and mobile) payments. However, given the strong presence of contactless cards in the UK market – particularly in urban areas – this will not be a major barrier to accepting payments for many small traders in the country. Previously, the only alternative small merchants had to accepting cash was to buy or rent POS or mPOS hardware – leading to these merchants having to turn customers without cash away. Worldpay's service solves this pain point.





## Winner –



Neos' home insurance proposition – utilizing the power of smart-home sensors – provides a model for what insurance services need to evolve into in the age of the digital consumer. Policies on offer include household and home emergency cover, with provided sensors, leak detectors, and indoor cameras allowing customers to actively monitor their households through the Neos app. A key strength is that Neos' approach initiates a conversation with customers about risk and empowers them to manage this, offering a preventative solution through the use of technology. More traditional help services and insurance round off the product. The recent launch of UK-wide cover in late 2017 may well enable Neos to grow its customer base considerably, enabling it to bring the use of smart home technology further into the spotlight of the household insurance market.



## Runner up –



Lapetus Solutions, a US-based science and tech growth company, has developed technology to improve life insurance underwriting by estimating life expectancy based on a customer's selfie and nine simple questions. The company has developed a product called Chronos especially for the life insurance industry. Life insurance underwriting has traditionally been a lengthy process. Facial analytics that can predict life expectancy could revolutionize life insurance underwriting, as the technology may prove to be more accurate in predicting risk than current methods. It could also make the process of applying for policies more streamlined and efficient by reducing the number of questions individuals are asked, and removing the need for medical examinations.



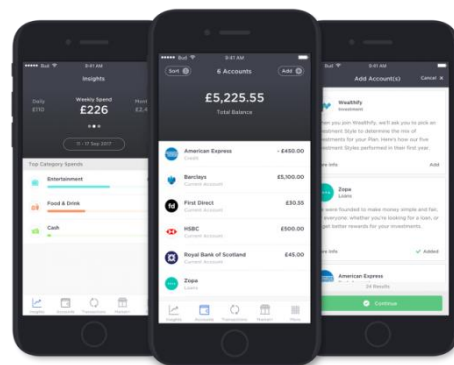
# RETAIL BANKING



## Winner – bud.



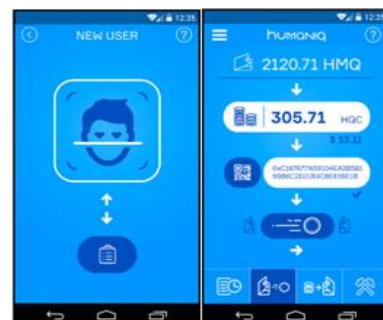
Bud is an account aggregation service that lets users view all of their bank accounts, credit cards, and other services in one place. Although other account aggregators already exist, Bud has differentiated itself by building an open API-enabled marketplace of third-party apps – currently over 50 services can be accessed from within the app, making for a large ecosystem. The API-based architecture means that Bud will be well-positioned to take advantage of open banking from January 2018 and rapidly and significantly increase the number of connected services. Overall, Bud – which combines account aggregation, tailored insights, advice, and recommendations, and full integration of partner services – is an effective proposition that provides improved outcomes for users and will only become more effective in the open banking era.



## Runner up – humaniq



HumanIQ is a blockchain-based app that allows users to conduct banking activities using a protected biometric ID. It aims to improve access to banking and widen financial inclusion among unbanked consumers in emerging markets. HumanIQ issues its own cryptocurrency, called HMQ, and users can exchange this for their local currency through approved cashiers at optimum exchange rates. HumanIQ's open source stack and API can be used by start-ups and other businesses to build services on its core technology, making it easy to plug it into HumanIQ's network to reach a wide audience (there is a global unbanked population of around 2.5 billion consumers). Companies can employ HumanIQ's users as remote workers to conduct information-based tasks, such as text translation and photo identification, in return for payment. Thus, HumanIQ can help to promote economic and business activity in developing markets.





## Winner – everledger



Everledger's Chai Wine Vault uses technology secured by IBM Blockchain to create a secure record of authenticity for fine wines. The Chai Wine Vault issues certification to bottles authenticated through Maureen Downey's Chai Method whereby more than 90 data points are collected, in addition to high-resolution photography and records of a bottle's ownership and storage. Everledger takes all this information



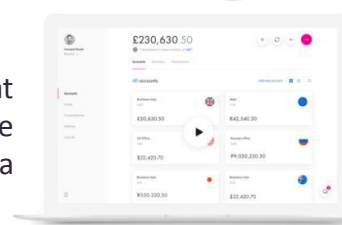
and creates a permanent, digital incarnation of the bottle that is written permanently into the blockchain. Use of a digital ledger replaces paper records and minimizes the time, cost, and risk associated with record-keeping for fine wine brokers. This secure technology can then be used as a differentiator from competitors and help increase the appeal of broker services to wealth managers that offer advice on luxury assets. At the same time, the technology provides clients with peace of mind, especially after counterfeit wine incidents, such as the 2012 Kurniawan fake wine-selling scandal, have rocked vineyards across the world.

Furthermore, by leveraging blockchain technology to address supply chain challenges such as document tampering and counterfeiting, the innovation represents a great example of the possibilities blockchain technology has to offer. For instance, Everledger was originally founded in 2015 on the basis of providing blockchain technology to track the history of diamond ownership, and has now tackled the fine wine market. Yet, the application of blockchain is more far-reaching, and wealth managers should look out for what's to come in terms of information verification, privacy protection, record keeping of trades, and similar applications.



## Runner up –

In Q3 2017 Revolut launched RevolutWealth, an investment proposition that automatically invests spare change from everyday purchases according to the customer's risk appetite. Revolut is also partnering with ETFmatic to offer a range of risk-graded funds. While the company's proposition is neither unique nor new – in fact, it will compete heads-on with providers such as Moneybox – Revolut possesses a significant competitive advantage: its large user base.



Revolut was founded in 2015 with the aim of providing banking services, such as prepaid debit cards and currency exchange. Since then, the provider has tackled the insurance and peer-to-peer lending scene, and is now merging traditional banking and cryptocurrency. It already counts more than 1 million users, and signs up between 3,000 and 3,500 new users every day.

Revolut's fast-paced expansion approach across multiple verticals has allowed it to become a one-stop-shop for consumers that will see it succeed in the long term. In fact, taking the effort out of investing through automation will allow the robo-advisor to build a loyal customer base, which once they have built up a pool of assets, are unlikely to switch to competitors that pursue more of a hands-on approach.

# Award criteria

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### **Is it original?**

Is the innovation significantly different to other products or services already on the market?

### **Is it long-lasting?**

How much longevity will the innovation have? Is the innovation more than a novelty that will only be of transient appeal to consumers? Is it sustainable for providers in the long run, with respect to the cost and complexity of provision?

### **Is it operationally game-changing for the provider?**

How much impact will the innovation have on providers with respect to cost, speed, and efficiency of provision? Will it reduce barriers to entry or open up new revenue streams?

### **Will it significantly improve the user experience?**

How much impact will the innovation have on consumers with respect to speed, ease of use, and cost or price? Will it enhance or add value to their experience, or will it lead to improved outcomes for consumers?

### **Is it market-changing?**

How much overall impact will this innovation have across all market participants, both providers and end users?

