



Press Pack 2016

Contents:

1. **Press Release about MoneyConf 2016**
2. **Key Speakers @ MoneyConf**
3. **Top Startups exhibiting @ MoneyConf**
4. **Speaking sessions not to miss @ MoneyConf**
5. **Key themes @ MoneyConf**

1. PRESS RELEASE

Europe's largest technology event, Web Summit, hosting two day Fintech event in Madrid

- First year the event is being hosted in Madrid, was held in Belfast in 2015
- The two day event will see over 100 speakers who are changing the financial sector through technology take to the stage
- Over 80 of the world's top fintech startups will exhibit at the event

Next week on 21 and 22 June over 1,500 people from the world of fintech will come to La Neve, Madrid to take part in MoneyConf. This invite-only event is being brought to Madrid by the organisers of the world's largest startup event Web Summit.

MoneyConf is the most important global meeting place for leading financial institutions and disruptive startups - an event for entrepreneurs, investors, startups and the global financial powerhouses to gather in one intimate space.

Organisers moved the event to Madrid for 2016 from Belfast after seeing what a up and coming tech hub the city has become along with its importance in the world of finance.

Traditional banks have been slow to catch onto the fintech bandwagon, but Spanish banks like BBVA and Santander have been some of the first to react.

Carlos Torres Vila, CEO of BBVA will open the event on morning of with a breakfast briefing , other notable speakers include:

- Natalie Oestmann, Director of Samsung Pay Europe
- Taavet Hinrikus, Co-Founder & CEO, TransferWise
- Alexander Graubner-Müller, Co-Founder & CEO, Kreditech
- Kathryn Petralia, Co-Founder & COO, Kabbage, Inc
- Jacob de Geer, Founder & CEO, iZettle
- Ann Cairns, President - International Markets, MasterCard

Paddy Cosgrave, CEO of Web Summit and MoneyConf said:

"MoneyConf is Web Summit's first vertical event, it was natural for us to focus on fintech as it is such an important area.

"We are extremely excited to host MoneyConf in our new location Madrid. Madrid is an important financial hub in Europe and is becoming one of the forerunners in fintech.

"With some great startups coming from Madrid like Kantox and peerTransfer along with some of the biggest banks in the world, we are excited to be coming to Madrid."

2. KEY SPEAKERS

Name	Title	Company	Details
Jane Zavalishina	CEO Yandex Data Factory	Yandex	The Russian machine learning company recently announced a new product which automatically analyses images and photographs online
Valentin Stalf	CEO	Number26	Number26 has become one of the most up and coming startups in this sphere, how do they plan on competing with classic financial institutions?
Ben Milne	Co-Founder and CEO	Dwolla	Ben will take to the stage to talk about how Blockchain will create completely un-editable history for users.
Alexander Graubner-Müller	CEO & Co-Founder	Kreditech	The German startup that offers loans and other financial services to consumers who have little or no credit history by using some 20,000 data points online to assess their suitability. Their CEO will take to the stage to talk about how companies can profitably serve huge swaths of unbanked and help fill the gap of those who can't get access to finance, over 2 billion adults.
Darrell MacMullin	CEO	BitGold Inc	BitGold recently surpassed one million users a year after the combination of BitGold and Goldmoney businesses. Their CEO will take to the stage to look at how in the age of fast-growing interest in digital currencies, some people still like classic materials like gold.
Kathryn Petralia	COO and Co-Founder	Kabbage	Kabbage is opening up financial systems, replacing creaking systems with fast, intuitive apps and services making it easier for small businesses to get loans through the use of big data.
Chris Ciabarra	CTO	Revel Systems	Revel Systems recently announced integration with Expensify, Chris will take to the stage to talk about how IoT and payments has changed the way businesses and consumers all over the world interact
Claire Calmejane	Director of Innovation	Lloyds Bank	Lloyds is one of Britain's biggest banks, how will Brexit affect them?
Carlos Torres Vila	CEO	BBVA	Will talk about how this leading bank is breaking into the Fintech realm
Ronen Assia	Co-Founder & Chief Product Officer	eToro	eToro allows its users to watch the financial trading activity of other users, copy them, and to make their own trades. Ronen will take to the stage to talk about how they successfully moved from the traditional realm by tapping into the power of social and the pros and cons involved.

Natalie Oestmann	Director of Samsung Pay Europe	Samsung Electronics	Samsung Pay Europe just launched in Spain, how will they compete with Apple Pay?
Phillip Dunkelberger	CEO	Nok Nok Labs	They develop software to enable strong authentication for consumer-facing mobile and web applications. He will take to the stage to talk about how to be secure on mobile.
Mark Mullen	CEO	Atom Bank	The online bank promises to use selfies and voice recognition to make it more secure, but how safe really are these new online banks for customers and when will we all move online for banking?
Oskar Miel	Managing Partner, Rakuten FinTech Fund	Rakuten	Recently announced that they are downsizing and leaving UK and Spain, what is the future for the Japanese e-commerce platform?
Jacob de Geer	CEO	izettle.com	They help small businesses by allowing them to run their business on a smartphone or tablet. He will take to the stage to talk about if fintech companies like his mean the end of banking as we know it
Taavet Hinrikus	Co-Founder & CEO	TransferWise	Now an official member of the unicorn club and one of the UK's only unicorn startups, he believes Brexit would be detrimental to the startup scene in London, what affect will it have on fintech?
Shai Wininger	Co-Founder	Lemonade	Leading the much needed changes in the insurance market, how far can they go in shaking up a \$1 trillion industry?
Kim Fournais	Founder	SAXO Bank	They recently launched the first large-scale, truly digital, investment solution for retail investors built with data by BlackRock. Kim will take to the stage alongside BlackRock. Two old school financial institutions trying to break into the world of fintech. How do they stack up against the up and coming startups?
Neal Cross	Chief Innovation Officer	DBS Bank	He will take part in a debate with Number 26 to talk about banking. Both are coming from different spaces so what is the best to bank in 2016?
David Siegel	CEO	Investopedia	David will take to the stage to look human versus AI when it comes to banking and investing
Adam Kostyál	Head of European Listings	Nasdaq Inc.	What is in store for European listings and does Brexit have anything to do with a slowdown in IPOs?
Jonathan Vaux	Executive Director, Innovation Partnerships	Visa Europe	Will the recent re-merging with Visa help scale the company in competing with main rival Mastercard and innovating further into the contactless payments realm. Over 3 billion customers used contactless payments in the last 12 months.

Rohit Agarwal	Global Head of Digital Product Management	HSBC	How will Brexit affect them?
Frederik Meheus	Head of Retail Technology EMEA	Blackrock	Recently launched the first large-scale, truly digital, investment solution for retail investors with SAXO Bank. Frederik will take to the stage alongside SAXO Bank to talk about how these old school companies are being taken on by fintech startups.
Lev Khasis	COO, First Deputy CEO	Sberbank	Sberbank & government fund IIDF are launching a fintech accelerator programme.

3. TOP STARTUPS EXHIBITING

TYPE	NAME	NOTES
START	MoneyFarm	An asset management platform for those that refuse to put up with the status quo and are looking for a better way to invest.
START	AUKA.IO	First financial services company in Europe to be fully regulated using google financial cloud. Provide bank infrastructure. Ties in to debate on PSD2 and how startups are capitalising.
START	Darwinex	Pairs skilled traders with active investors looking to beat market - it's opposite of popular robo advice as it trusts trader instincts over algorithms. Office in madrid and London - founders are Spanish
START	Revolut	Multi currency debit card for saving money - one of market leaders now facing increased competition from incumbents
START	AutoGravity	Over \$20M raised from a luxury European automaker -allows banks to offer car financing direct to customer in fraction of time
START	BehavioSec	Really smart cybersecurity software - Award winning - commercialised research from swedish uni - can detect who is using computer/website by getting to know how you act e.g. how you move mouse, your behaviours on a site - helps stop fraud for ecommerce
START	GetSafe	Insuretech -one of Germany's fastest growing fintech startups 50K users backed by Rocket internet
START	Number26	NUMBER26 is the mobile-first, pan-European bank account of the future on it's mission to create the world's best banking experience.
START	CartoDB	Data visualisation software used by UN, Google, ING, BBVA, City of New York and more - backed by some of the biggest VCs in world (Accel) - some of the visualisations are genuinely fantastic
START	Anfix	Spanish cloud accounting application which connects small business with their accountants anywhere , anytime and from any device.
START	BlueCode	Interesting take on payments - extra secure payment method that creates an individual barcode on app that can be scanned to process card details. Each code only lasts for short to prevent fraud - makes it hard to hack and can be easily adopted by shops as they already possess barcode tech
START	StreamData	Another company benefitting from PSD2 - creates real-time APIs for banks to use with just a single line of code
START	CrediLikeMe	Completely gamified lending experience for Mexico and LATAM - very cool take on the industry
ALPHA	Splitit	Similar idea to Affirm in US allows customers to pay for something interest free monthly repayments rather than upfront - but get product now - cool idea changing how in store and ecommerce is done

ALPHA	LunarWay	Very cool new online bank launching - a competitor to Number26 and other challenger banks
ALPHA	Viventor	With robo advisors and wealth management startups on the rise, viventor is a competitor in the space allowing ordinary people ability to invest in P2P loans - makes a previously closed industry very public
ALPHA	BlackMoon	Blackmoon enables institutional investors to directly invest in newly-originated loans issued by balance-sheet lenders.

4. SESSIONS NOT TO MISS

Stage	Date	Time	Type	Title
Centre	21 June	830	Fireside	<i>Breakfast session</i>
Centre	21 June	900	Panel	The business of Brexit: implications and insights
Centre	21 June	920	Keynote	
Centre	21 June	1400	Debate	What do you want from a bank?
Centre	21 June	1500	Fireside	Internationally identifying financial inclusion
Centre	21 June	1545	Keynote	Big data and bankers: what's the right move?
Centre	21 June	1600	Panel	Investing in fintech: is the apogee in sight?
Insights	21 June	1000	Panel	Cybersecurity, fraud & identity issues
Insights	21 June	1115	Mobile payments: money on the move	Konstantin Wolff, payleven
Insights	21 June	1200	Fireside	Real currency in the digital age
Insights	21 June	1405	Keynote	The second fintech wave: are banks really evolving?
Insights	21 June	1425	Panel	Will biometrics kill the password?
Insights	21 June	1525	Keynote	Perfect memory: business in the blockchain era
Centre	22 June	1140	Panel	Blockchain: Financial services, banking and beyond
Centre	22 June	1200	Fireside	When will banks hold bitcoin: Never say never
Centre	22 June	1330	Panel	Insuring the evolution of financial services
Centre	22 June	1430	Super Fireside	The next generation of wealth management

5. KEY THEMES

1. Banking Infrastructure:

How will banks progress past their legacy systems?

- **Valentin Staf of Number26 vs Neal Cross of DBS** will debate the approached and challenges of starting from scratch or uprooting an established banking empire in 2016.
Day/ Time: 21st of June - 14.00 on Centre Stage
- **Mark Mullen of Atom Bank and Warren Mead of KPMG** will discuss how to overcome the barriers faced by startups in banking and what it takes to succeed in the today's financial realm of banking.
Day/ Time: 21st of June - 14.25 on Centre Stage
- **Jacob de Geer of iZettle, Louis Beryl of Earnest and Maria Gracheva of Yandex.Money** will review the potential end of banking and financial services as we know it.
Day/ Time: 21st of June - 16.20, closing Centre Stage - A must see!
- **Valentin Staf of Number26 and Tamaz Giorgadse of Raisin** will outline how simple-to-use apps are now available to help you search for the best rates and lowest fees across borders and set up accounts quickly and easily. What impact will this have on national banks?
Day/ Time: 21st of June - 12.40 on Insights Stage - A secret gem!

2. Big Data:

Volume, variety, velocity and veracity: How does big data's big Vs apply and impact the financial services industry?

- **Brian Norris of Future Finance and David Siegel of Investopedia** will decipher computer vs human judgement in dealing with data information
Day/ Time: 21st of June- 11:35 on Centre Stage
- **Jane Zavalishina of Yandex** will share how banks can adopt new technologies successfully, where the typical mistakes are, how to compete against fast and agile startups, and explain where the real ROI of big data is
Day/ Time: 21st of June - 15:45 on Centre Stage
- **Hardeep Walia of Motif Investing** will enlighten us as to how best to fare data versus gut.
Day/ Time: 22nd of June - 15.45 on Centre Stage

3. Cryptocurrencies

- **Darrell MacMullin, BitGold Inc** will speak about adopting some of the technological benefits of the digital currency exchange system in the dealing in tangible materials such as gold
Day/ Time: 21st of June - 12.00 on Insights Stage
- **Chris Skinner of The Finanser, Huy Nguyen Trieu of Disruptive Finance, Toby Coppel of Mosaic Ventures and Joon Ian Wong of Quartz** will dive into how far the blockchain technology has come and where it's realistically destined to go.
Day/ Time: 22nd of June - 11.45 on Centre Stage

4. Capital Markets

Access to capital markets is being democratised. MoneyConf attendees will hear from the world's leading experts and innovators who are transforming financial markets.

- **Mark Mullen of Atom Bank and Warren Mead of KPMG** will discuss how to overcome the barriers faced by startups in banking and what it takes to succeed in the today's financial realm of banking.
Day/ Time: 21st of June - 14.25 on Centre Stage
- **Philipp Kriependorf of Auxmoney and Ronen Assia of eToro** will review and discuss how they have successfully moved from the traditional realm by tapping into the power of social in the marketplace and the pros and cons involved.
Day/ Time: June 22nd - 09.45 on Insights Stage
- **Claire Calmejane of Lloyds Bank, Chris Skinner of The Finanser, Ophelia Brown of LocalGlobe VC and Adam Kostyál of Nasdaq** will discuss, compare and contrast the factors that come into play when expanding in different parts of the finance world.
Day/ Time: 22nd of June - 10.25 on Centre Stage

5. Credit and lending

Traditional lenders are at risk of disintermediation by alternative platforms. We'll hear from the leading lights working to reshape credit and lending as we know it.

- **Louis Beryl of Earnest, Maria Gracheva of Yandex.Money and Jacob de Geer of iZettle**, will review the potential end of banking and financial services as we know it.
Day/ Time: 21st of June - 16.20, closing Centre Stage - A must see!
- **Alexander Graubner-Müller of Kreditech** will explore how companies can profitably serve huge swaths of unbanked and help fill this gap.
Day/ Time: 22nd of June - 14.15 on Centre Stage
- **Kathryn Petralia of Kabbage, Claire Calmejane of Lloyds Bank, Charles Moldow of Foundation Capital and Chris Skinner of The Finanser** will examine who's winning and losing in fintech's future.
Day/ Time: 22nd of June - 16.05 on Centre Stage

6. Cybersecurity, Fraud & Identity

Fraud and other cybercrime is one of the largest areas of concern for the financial services industry due to the huge reputational damage incurred and the potential for significant financial penalties. We'll hear from the world's leading fraud prevention and identity experts.

- **Lisa Stanton of InAuth and David Emm of Kaspersky** will discuss the front line of attack and defence as fraud and security issues become ever more pressing concerns in a world where technology democratises finance and banking.
Day/ Time: 21st of June - 10.00 on Insights Stage
- **Emilio Martinez of Agnitio Corporation and Neil Costigan of BehavioSec** will address the impact that biometric will have on verification and identification, and the possibilities beyond the common password.
Day/ Time: 21st of June - 14.25 on Insights Stage
- **Jonathan Vaux of VISA Europe, Phillip Dunkelberger and Nok Nok Labs, Ron Atzmon of Au10tix and Alan Goode of Goode Intelligence** will divulge into new generation biometrics.
Day/ Time: 22nd of June - 10.05 on Centre Stage

7. Digital Commerce

Shopping is changing faster than ever before thanks to omnichannel experiences, digital marketplaces and rich contextual data. We'll hear what the future holds from the world's leading digital commerce experts

- **Kerry Agiasotis of Western Union and Ben Milne of Dwolla** will speak about the evolution of real-time payments and the challenges faced by institutions trying compete in this space.
Day/ Time: 21st of June - 11.55 on Centre Stage

- **Chris Ciabarra of Revel Systems and John Heggestuen of Business Insider** will consider how Marrying IoT and payments has changed the way businesses and consumers all over the world interact as well as the necessary measures to succeed with software and win over your customer base.
Day/ Time: 21st of June - 12.40 on Centre Stage

8. Enterprise Banking

- **Kim Fournais of Saxo Bank and Frederik Meheus of BlackRock** will explore the next generation of wealth management and internet brokerage.
Day/ Time: 22nd of June - 14.30 on Centre Stage
- **Lev Khasis of Sberbank** will look at who the modern financial institutions work with.
Day/ Time: 22nd of June - 11.20 on Centre Stage
- **Victor Matarranz of Santander** will look at focused innovation, banking on the customer.
Day/ Time: 22nd of June - 09.30 on Centre Stage
- **Rohit Agarwal of HSBC and Miguel Arias of CartoDB** will delve into what goes into making the wheels turn in our banks in terms of core infrastructure modernisation and shared technology components.
Day/ Time: 22nd of June - 15.25 on Centre Stage

9. Insurance

Although insurance industry disruption has lagged behind banking, VC investment in the space is increasing rapidly. Attendees will hear from the experts and innovators seeking to capitalise on this gigantic opportunity.

- **Serge Elkiner of YellowPepper and Tejasvi Mohanram of RupeePower** will be looking at what we can learn from the innovations in mobile money, loans and insurance are transforming lives, businesses, and whole economies.
Day/ Time: 21st of June - 11.15 on Insights Stage
- **Shai Wininger of Lemonade, Jennifer Fitzgerald of PolicyGenius, Mark Dowds of Trov and Michael Fitzgerald of Celent** will outline where insurance value chain segment specialists who employ technology can either compete or provide valued added benefits to the insurance industry as well as what the insurance industry needs right now in order to compete in the digital world.
Day/ Time: 22nd of June