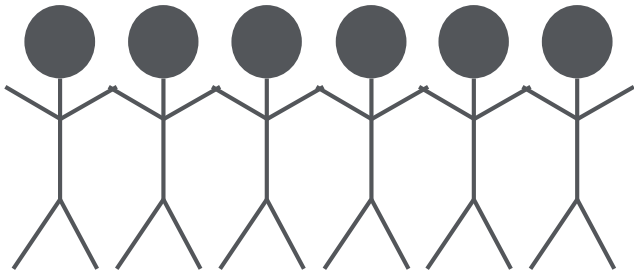




Innovation and Transformation: **An Entire Bank in one App?**

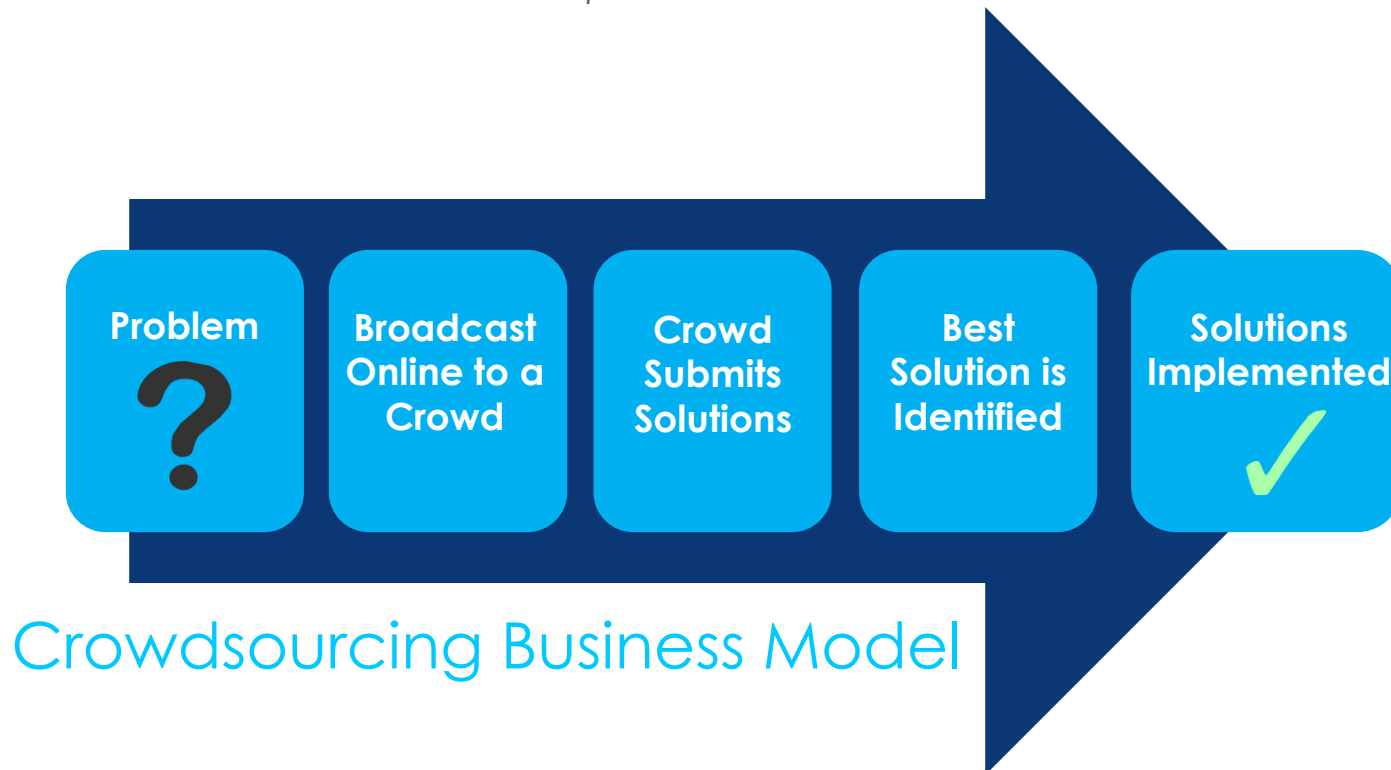
Laura Gaviria Halaby
September 2, 2015

UNLEASH. DEVELOP. DISRUPT.

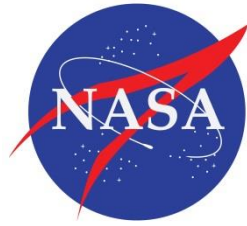


"Crowds, research shows, are energized by intrinsic motivations—such as the desire to learn—that are more likely to come into play when people decide for themselves what problems to attack."

Kevin J. Boudreau and Karim R. Lakhani
Harvard Business Review
April 2013



- Nasa



- Harvard Medical School



- Topcoder



—• Citi Mobile Challenge

A global, virtual FinTech accelerator program that aims to accelerate digital banking innovation by bringing together the most talented innovators to create cutting-edge solutions for users around the world.

Why?

“Citi is reaching out to the develop community because we believe that the next generation of solutions will come from collaboration with a rich ecosystem of like-minded innovators”

- Heather Cox

Chief Client Experience
Digital & Marketing Officer
Citi Global Consumer Bank

In just over a year we completed the LatAm, US and EMEA programs, and just launched CMC Asia!



4.2M+
Developers reached globally

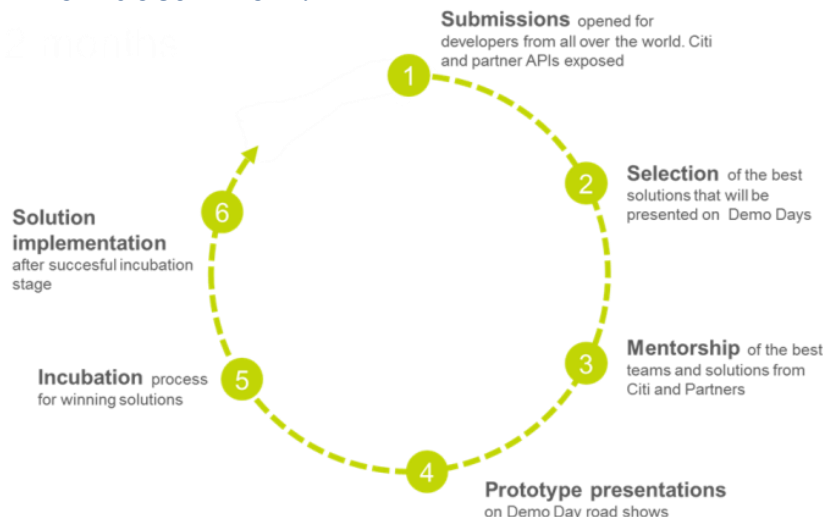


34
Winners



1.6K+
Applications reviewed

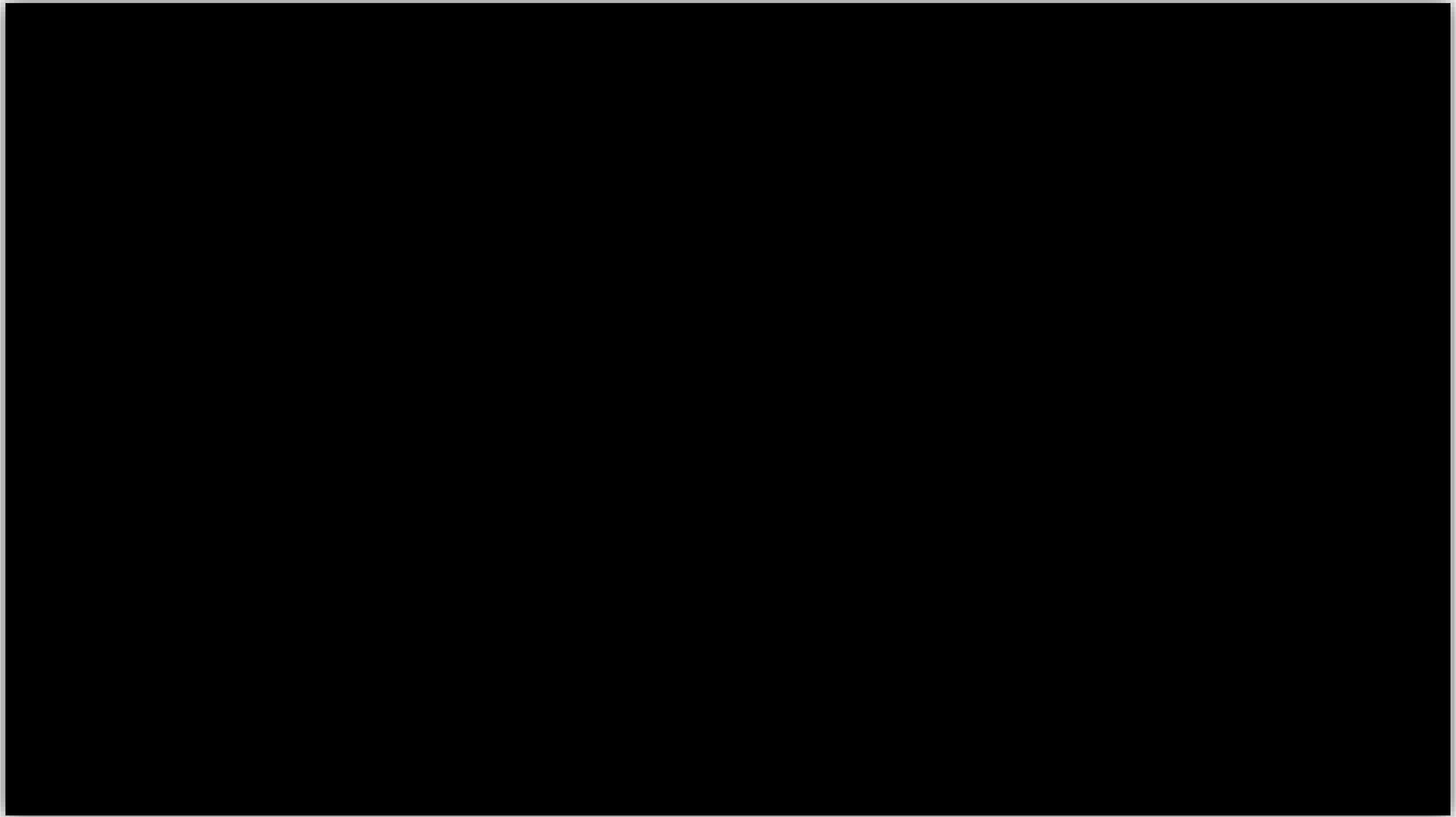
How does it work?



Some of our partners for CMC EMEA, US



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Thank you!