

FinTech Innovation Lab Asia-Pacific: German startup Seerene exclusively selected to represent Europe

Potsdam (Germany), November 9, 2016 – The enterprise software startup [Seerene](#), an advanced analytics spin-off from the Hasso Plattner Institute, was exclusively selected from Germany to participate in the annual FinTech Innovation Lab Asia-Pacific and is the only startup from Europe that was chosen for the program. From numerous companies that had applied, Seerene was selected by Accenture and 12 leading financial institutions. As part of the program launched by Accenture in 2014, Seerene demonstrated their software solution during today's Investor Demo Day in Hong Kong showcasing the product to the world's leading financial institutions, among them HSBC, Goldman Sachs and Morgan Stanley. Venture capital firms and technology experts were also part of the audience.

FinTech Innovation Lab is a 12-week mentoring program to enhance fintech innovation by connecting startups with decision makers at some of the world's leading financial institutions. The goal is also to drive visibility for fintech startups and their ideas among the financial industry. A total of eight young companies, most of them from China and the US, participated in this year's program. Startups from all over the world can apply for the program. Accenture and the world's leading financial institutions, among them Bank of America, Credit Suisse, Goldman Sachs and Morgan Stanley, make the decision on which companies get selected.

„We are very proud that we're the only startup from Europe that has qualified for FinTech Innovation Lab Asia-Pacific“, stated Oliver Muhr, CEO of Seerene. „The participation in the mentoring program and the final investor demo day in Hong Kong are a great opportunities for us to showcase our powerful software to leading banks and investors in Asia on one single day. Asia is an extremely important market for us where we see massive demand for our software that helps the biggest and leading companies worldwide master digital transformation.“

“Investor Day is always an exciting event in Hong Kong as it underscores best practice: the financial services industry working together with Accenture and the government to nurture startups that offer innovative solutions to challenges facing the industry,” said Nicholas Yang, the Secretary for Innovation and Technology of the Hong Kong Special Administrative Region. “We are pleased to be spearheading this cooperative mentorship at a time when fintech is on the rise across Asia-Pacific.”

“We are increasingly seeing a willingness from financial institutions in the region to work with fintech startups to help address new challenges ranging from how best to adopt blockchain technology to how to maximise IT efficiency,” said Jon Allaway, senior managing director, Financial Services at Accenture. “The startups typically have banking



experience and understand the perspective of the banks or are passionate about a customer experience that they believe can be improved.”

In the first three quarters of 2016 fintech investments in Asia-Pacific reached nearly \$10.5 billion, the bulk of it driven by investments involving Greater China companies. During the same period Europe attracted \$2 billion in investments.

About Seerene

Seerene provides revolutionary insight and analytics into mission-critical software to help enterprises, IT services companies and regulators gain actionable insights into applications, code and teams. Seerene collects, analyzes and visually presents all data generated around software, including code and team activity, for greater productivity and transparency. Seerene clients include SAP, IBM, Adidas, Mercedes-Benz, The Generali Group and other Fortune 1000 companies. For more information, please visit www.seerene.com. Video: <https://www.seerene.com/video>

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