

bank innovators council.org

Bank Innovators Council “Innovators Lab Day” to take place at Level39

Following FinovateEurope, “Lab Day” will help bank innovators digest, discuss, and dive deeper into the themes and concepts from FinovateEurope, and beyond

SEATTLE, Washington (PRWEB.com) – January 10, 2014 – The Bank Innovators Council (“BIC”) today announced the first BIC “Innovators Lab Day” will be held on February 13, 2014, immediately following [FinovateEurope](#). Taking place at [Level39](#) at Canary Wharf, London, which is Europe’s largest accelerator space for finance, retail and future cities technology companies, the Lab Day will be facilitated by co-founder of SWIFT’s Innotribe, Mariela Atanassova.

“Having the experience and knowledge of Mariela Atanassova at our Lab Day in this amazing accelerator space will provide bank innovators with the insight, resources, and partners they need to innovate and implement new ideas following FinovateEurope,” noted BIC co-founder JP Nicols.

While it is not a pre-requisite to attend FinovateEurope, attendees are encouraged to attend the premier FinTech showcase, and attendees of both sessions will receive a 20% discount off of their Finovate Europe registration fee, which will offset the registration fee for the Innovators Lab Day.

“We absolutely love Finovate and are excited about the partnership with them. We are honored they recognized the value of the BIC in accomplishing our very similar goal of seeing more innovative customer solutions implemented by banks,” added BIC co-founder Will Trout.

BIC’s research has shown there are several degrees of separation between the problems faced by bankers and the prototypes that excite entrepreneurs. This is the gap the BIC Innovators Lab Day will seek to bridge, creating a process for an effective dialogue between the business and the technology experts, to articulate, understand and scope the industry problems and explore how technologies, including those presented at FinovateEurope, could be put to use to solve them.

“Contrary to popular belief in the FinTech world, everything cannot be solved by an app – that is why I am thrilled to be facilitating the BIC Innovators Lab Day,” commented Mariela Atanassova. “This will be a real lab, where we will scope, design, prototype, test, validate and start over again, to create better solutions.”

Event registration is available at <https://www.eventbrite.com/e/bank-innovators-lab-tickets-9708278723?ref=ecount>. If you plan to attend FinovateEurope, contact BIC Chief Marketing Officer Troy Morrison to obtain the code for 20% off the registration fee at troy@bankinnovators.org.

About the Bank Innovators Council

The Bank Innovators Council is a membership organization that helps support, promote and facilitate innovation within and amongst its member banks. With members in 34 states and 29 countries on 6 continents, The Council provides opportunities for members to pool their resources to develop and test new ideas outside of the day-to-day demands of their existing businesses, in ways they could not do alone.

About Mariela Atanassova

Mariela Atanassova is a co-founder of Innotribe, SWIFT's initiative for collaborative innovation in the financial industry. For the last six years, she has been working as an innovation facilitator in the financial industry, mixing design thinking with different facilitation techniques, gamestorming and group processes, to help groups work together, learn, create and innovate. With 10+ years of experience in the Financial Industry (including leading more than 300 workshops and conferences), her expertise includes design thinking and systems thinking applied to group interactions and workshops, as well as designing and facilitating distributed processes for large groups (analysis, idea generation, decision making, etc.), visual thinking (graphic facilitation), strategic thinking and collaboration/crowd sourcing techniques.

About Finovate

Finovate is the leading demo-based conference series for new innovations from startups and established companies in the fields of banking and financial technology. Held each year in London, Silicon Valley, New York and Singapore, the event series offers an insight-packed glimpse of the future of money via a fast-paced, intimate, and unique format. For more information on the upcoming FinovateEurope event in London on February 11-12, 2014 or to view videos of previous demos, please visit www.finovate.com/europe2014.

About Level39

Level39 is Europe's largest accelerator space for finance, retail and future cities technology companies. Occupying the entire 39th floor of the iconic One Canada Square building at Canary Wharf, Level39 was opened by Boris Johnson, Mayor of London, in March 2013, and has quickly become an important part of London's booming Tech City. At Level39, we put our high potential entrepreneurs in the same space as some of the world's most influential technology buyers and investors, accelerating their traction and access to markets. Level39 also creates & hosts accelerator programs and curates a busy events calendar. It is our aim to fuse London's finance and technology sectors, enhancing London's position as the digital capital of Europe and helping the positive transformation of the finance sector.

Contact

JP Nicols

jp@bankinnovators.org

+1 (425) 522-3579