

MILAN, 4<sup>TH</sup> DECEMBER 2015



## **PRESS RELEASE**

# Cardif Open-F@b: here are the winners of the digital start-ups contest for insurance innovation

Enbelieve, Pigeko Up and Amodo will work with BNP Paribas Cardif and PoliHub to innovate the insurance sector

Milan, 4<sup>th</sup> December 2015 - Enbelive (1° classified with the project Child Explorer), Pigeko Up (2° classified with the project Laqy) and Amodo (3° classified with the project Connected Insurance Analytics Platform) are the winners of Cardif Open-F@b, the permanent contest dedicated to best start-ups and entrepreneurial ideas in the insurance sector and focused on Internet of Things and Big Data. On its second edition, the call4ideas, sponsored by BNP Paribas Cardif and EconomyUp in cooperation with PoliHub, the incubator of Politecnico University of Milan managed by the Foundation Politecnico of Milan, has been managed this year through InsuranceUp's "Idea Management" digital platform, the first web-portal in Italy focused on digital innovation and entrepreneurship in the insurance sector.

The 3 best start-ups among over 40 projects have been selected by a committee grouping academic experts, representatives of the digital business and BNP Paribas Cardif managers.

The winning ideas, chosen for their ability to combine a high innovation rate with a rigorous business plan, will have the opportunity of being turned into business projects able to face the market. The new entrepreneurs will have the opportunity of counting on the support of BNP Paribas Cardif R&D Unit experts, to accelerate the achievement of their business goals and, in case of right potential, to be followed in the stage of placing such projects on the Italian and foreign markets.

The awards ceremony, held on December 3<sup>rd</sup> at Palazzo delle Stelline in Milan, opened with the speech of Isabella Fumagalli, CEO of BNP Paribas Cardif in Italy and Andrea Rangone, CEO of Digital360, and was followed by a round table on the Insurance-Tech scenario with Giovanni Daprà, Founder of MoneyFarm, Paolo Gesess, Managing Partner of United Ventures, Mauro Giacobbe, CEO of Facile.it, Stefano Mainetti, PoliHub CEO, Filippo Scorza, CEO and Founder of Wecare and Giorgio Valtolina, Co-Founder & Board Member of Noovle.

"The real innovation is the one that endures market's relentless examination," said Isabella Fumagalli, CEO of BNP Paribas Cardif in Italy. "The formula of Cardif Open-F@b has proven to be successful because it places side by side young innovators and experienced managers of an international insurance Group, where the innovative vision is integrated with business reality and industry experience."

"Consistent with its original vocation to be a meeting place between the traditional industry and start-ups, EconomyUp, in collaboration with BNP Paribas Cardif, launched InsuranceUp, the first website dedicated to innovation in the insurance business, which hosts the call of Open-F@b Cardif. The relationship between businesses and customers is changing dramatically because of digital technologies. The Internet of Things and Big Data, the increasing interconnection between objects and the multiplication of the data, are the main areas of evolution that lead to innovation those who are focused on the management and coverage of risks," said Giovanni Iozzia, Director of Economy Up".

"We have supported for the second consecutive year Cardif Open F@b – said Stefano Mainetti, CEO of PoliHub – helping to identify the best technological ideas with high potential for innovation in the insurance industry. The ability to create an innovative firm, in connection with managers and industry experts, can actually encourage innovation to more traditional business models and we believe that in this process PoliHub is able to deliver a high value".

#### **About BNP Paribas Cardif**

BNP Paribas Cardif creates innovative savings and insurance solutions designed for performance. A subsidiary of BNP Paribas, the company has a unique business model anchored in partnerships to meet the continually changing needs of consumers. It co creates solutions with distributors in a variety of sectors, who then market the products to end customers.

Serving 90 million clients present in 36 countries with strong positions in three regions – EMEA, Asia and Latin America – BNP Paribas Cardif has become a recognized global specialist in personal insurance.

With nearly 10,000 employees<sup>i</sup> worldwide, BNP Paribas Cardif had gross written premiums of €27.5 billion in 2014, with 62% generated outside France.

#### **PoliHub**

PoliHub is the incubator of Politecnico, managed by the Fondazione Politecnico di Milano with the support of the City of Milan. Born in 2000 as a business accelerator, in 2013 it became PoliHub, evolving to a technology district. PoliHub enjoys a modern and fully equipped co-working space, dedicated to the best Italian and international startups. PoliHub is also a structured scouting program, whose aim is to connect and support technological and creative business ideas from all over Italy. It currently hosts more than 50 startups. Since 2000 it has collected about 5,000 ideas and incubated 75 highly innovative startups, 83% of which are still in business and created 600 jobs.

#### **EconomyUp**

Founded with the contribution of Corriere delle Comunicazioni, EconomyUp is a publishing project directed by Giovanni Iozzia. It aims to be a meeting point and to establish a dialogue between the startups and the mainstream economic world, both in Italy and on the international scene. EconomyUp.it offers news, analysis, opinions, stories of entrepreneurs and startups to present the "Italy that wants to grow".

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<sup>i</sup> Headcount of entities legally managed by BNP Paribas Cardif: nearly 8,000