

BNP Paribas Cardif: Sixth edition of Open-F@b Call4Ideas

Midori and Healthy Virtuoso submitted the winning projects with the highest “Human Data Science” factor

In a thrilling competition, the Open-F@b 2019 finalists challenged one another with passion and creativity. Two winners were selected by a panel of experts and the audience, and, for the first time, the Social winner was also announced on a live Facebook feed.

Midori and **Healthy Virtuoso**, who is also the Social winner, are the winners of the sixth edition of **Open-F@b Call4Ideas 2019**, the international competition inaugurated in 2014 by **BNP Paribas Cardif**, one of Italy's top ten insurers¹, with the collaboration of **InsuranceUp.it**.

The awards ceremony held yesterday in Milan at the Feltrinelli Foundation included presentations by **Isabella Fumagalli**, BNP Paribas Cardif's Head of Territory for Insurance in Italy, and **Andrea Rangone**, CEO of Digital360, and commentary by executives of leading innovative companies, including **Roberto Ascione**, CEO of Healthware Group. The event concluded with the awarding of the winning projects by **Isabella Fumagalli**, Head of Territory for Insurance in Italy of BNP Paribas Cardif, **Andrea Veltri**, Deputy CEO Digital Transformation of BNP Paribas Cardif, and **Giovanni Iozzia**, Director, EconomyUp and InsuranceUp.

Following a spirited contest in which the 12 finalists faced off against one another with their projects on the subject of **Human Data Science**, a jury of experts and the audience voted for two winning projects using a real-time app. With its ongoing focus on innovation, BNP Paribas Cardif revised the format for this year's Open-F@b Call4Ideas, also included the choice of a voted Social winner for the project deemed most valuable on a Facebook platform. Indeed, for the first time, Facebook users were able to follow the entire exciting battle through a live feed on the Company's Facebook page (<https://www.facebook.com/BNPParibasCardifItalia>), and to express their preference with a "like", thereby directly contributing to identifying the most innovative and useful ideas.

The **projects selected** stood out for their ability to best interpret the concept of **Humand Data Science**, a multidisciplinary approach that keeps people at the centre, to understand their needs and how to satisfy them. Midor has developed NED, a monitoring system for household electricity consumption that can analyse data and learns the consumption habits of the people living in the apartment, allowing energy to be wasted. Virtuoso, on the other hand, is an app that encourages people to maintain and pursue a healthy lifestyle.

The winning start-up teams will now be supported by **BNP Paribas Cardif's R&D team**, which will follow up on the development and implementation of the projects, considering the needs of both the market and the Company.

Open-F@b Call4Ideas has once again proven to be a much-anticipated, significant event for all the innovators in Italian and foreign companies. Since 2014, some **350 candidates** have submitted projects, half of them from abroad; more than **70 innovative ideas** have been selected, leading to numerous industrial collaborations with a total investment of around **€1 million**.

*“Since the very first edition of **Open-F@b Call4Ideas**, we have sought, and found, partners who can work with us to create new products and innovative services for our customers,”* stated **Andrea Veltri**, **BNP Paribas Cardif's Deputy CEO**. *“Through this relationship of mutual cooperation, we have been able, in the past editions, to start meaningful projects, as*

¹ ANIA 2018 classification

*in the case of D-Heart which is part of our Health's ecosystem or Amodo with which we are innovating the protection on the mobility or the most recent MABASTA with which we'll amaze you soon. This year, we wanted to highlight a theme that's very important to us: **Human Data Science**. And that's because it reflects the essence of BNP Paribas Cardif, whose focus is on innovation and the centrality of people. It's an approach that combines the analysis of data with the ability to enhance them through the so-called life sciences, thus considering all the aspects that focus on people and their well-being, including psychophysical aspects. The selected start-ups proved to be those best able to interpret this approach by proposing projects capable of returning real value to customers in terms of quality, opening new scenarios that have not been explored until now."*

Also for 2019 the contest sees the collaboration of Medici powered by Let's Talk Payments LCC, an advisory and scouting company for insurtech and fintech startups at a global level. All the finalists will also be entered in the Medici database and will benefit from a dedicated package of marketing services. Furthermore, the finalist start-ups seeking fundraising up to a Series A+ round will be presented to C. Entrepreneurs Fund, the venture capital fund of BNP Paribas Cardif which with Cathay Innovation aims to accelerate the innovation of the Company through investments in start-ups.

Open-F@b Call4Ideas 2019: the winning projects

MIDORI

Midori has developed NED, a home energy assistant able to recognize how much energy home appliances use by mean of a simple battery-powered sensor connected to the electrical panel. NED immediately learns the consumption habits of the people living in the apartment and proposes tailored indications and advices on a smartphone APP day after day on how to reduce unnecessary energy waste and be more aware of the use of an asset as important as energy.

Project – Innovation, simplicity, awareness

NED is a system for monitoring domestic electrical consumption that can recognize the usage and electrical activity of the main household appliances using a single measuring instrument: a battery-powered electric current meter to install in the electrical panel in total safety and simplicity.

Human Data Science factor

NED is the black box of the home. Through the intelligence of his AI brain it is able to obtain data on the energy consumption of household appliances, their state of health and much more, until now inaccessible. The analysis of these data, and the digital services connected to them, allow the NED users to be aware of how they use the energy at home, increase the culture of energy saving through continuous objective feedbacks and positive stimuli. Sustainability is a value and must be pursued with a data-driven approach.

Team

Christian Camarda, Davide Comba, Awet Abraha Girmay, Virginia Vassallo, Francesca De Santis.

HEALTHY VIRTUOSO (who is also the Social winner)

Virtuoso incentives and rewards people who are committed to maintaining a healthy lifestyle. Thanks to a strong combination of behavioral psychology, gamification, big data and the connection with more than 20,000 health applications, users have the opportunity to obtain useful credits every day to unlock vouchers, discounts and prizes offered by Virtuoso or by its business partners. Active in 115 countries, Virtuoso has obtained more than 120,000 downloads with less than € 15,000 invested in marketing, demonstrating a very high level of engagement and improvement on the part of the users.

Project – Engagement, scalability, health prevention

Virtuoso is an innovative application that, through a deep combination of behavioral psychology, gamification and big data from over 20,000 app-related applications (for fitness, wellness and health), encourages and rewards people who are committed to adopting and maintaining a healthy lifestyle.

Human Data Science factor



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world**

Through behavioral psychology, Healthy Virtuoso is able not only to involve and motivate people, but also to collect in real time behavioral data of its users from over 20,000 data sources for health, fitness or lifestyle, thus helping companies to learn more about their customer's habits and enabling them to offer the best service in a fully automated manner, for the best person in the best moment (be it insurance, health or behavioral).

Team

Andre Severino, Lorenzo Asuni, Carlo Buccoli, Flavio Filoni, Nicola Tardelli, Claudio Sabia.

About BNP Paribas Cardif

The world leader in creditor insurance*, BNP Paribas Cardif plays an essential role in the lives of its policyholder clients, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed insurer, BNP Paribas Cardif works to have a positive impact on society and to make insurance accessible to the largest possible number of people. In a world that has been deeply transformed by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partner distributors in a variety of sectors (including banks and financial institutions, automotive sector companies, retailers, telecommunications companies, energy companies, financial advisors, brokers and others) who market the products to their customers. BNP Paribas Cardif is a global specialist in personal insurance, serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America – and plays a major role in providing financing for the economy. With nearly 10,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €31.8 billion in 2018.

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**Source: Finaccord - 2018*

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