



eltic-Plus⁺

Smart Connected World



Celtic-Plus Proposers Day
20th June 2017, Helsinki

FINTECH with mobile technology: from XXI DuPont formula to complete financial projections

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BREDEG[®]



FINTECH WITH MOBILE TECHNOLOGY

*In the 80's
FINTECH applications [with textual technology]
accounted for
70% sales of APPLE II*

*Now, in the XXI century
FINTECH applications with mobile technology
are going to account for
a big share of the FINTECH market*



BREDEG Organisation Profile



BREDEG is a collaborative organization with

University professors:

Manuel Moreno, Universitat Politecnica de Catalunya
Joan Josep Sunyol, Fabiola Vilaseca, University of Girona
Timo Tiihonen, University of Jyvaskyla

as well as different private companies

coordinated by
Josep Tarrés



Proposal Introduction (1)

Vision

A new way to deal with financial projections

The DuPont Formula

Textual, in the 80's	Mobile, XXI century
<i>Unidirectional</i>	<i>Reversibility</i>
<i>Logic math based</i>	<i>Visual spatial based</i>
<i>Static</i>	<i>Dynamic</i>
<i>Limited what-if</i>	<i>Powerful what-if</i>
<i>Aimed to: financial managers</i>	<i>Aimed to business managers</i>

Proposal Introduction (2)

Fast time-to-market because
Completed R+D
High experience:
so favourable learning curve

Expected outcome and impacts
High scalability

Schedule
2017. Pilots
2017-2018. Market approach
2018 on. Market

Partners

*Existing consortium with different organizations. For instance: cooperation agreement with University of Girona.
Involved countries: Catalonia (Spain), Germany, Finland...*

We are looking for industrial partner

Contact Info

For more information and for interest to participate please contact:



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