

Press release

July 2016

## **Fresh breeze on the market - new online bank for young entrepreneurs is on the way!**

***bankUP is a small business banking service developed by the team of FinTech entrepreneurs, planning to start out at the beginning of 2017.***

The new bank is designed from the ground-up by the group of experienced entrepreneurs and FinTech geeks. The mission is to bring banking and managing SMEs to the next level- to make it simple, digital and flexibly customized.

bankUP focuses on millenpreneurs - young generation of business owners, freelancers. Millennials experience life, work and business through technology and they expect seamless interactions between bank and tools for running day-to-day business.

*„We are determined to meet the needs of young entrepreneurs and bring them the tools they desire the most“* says the bankUP team.

### **Bank built into the business tools**

The philosophy behind is that bank is only one of multiple tools provided by the bankUP platform to manage your business. If there is something that you need and it is not in our marketplace yet – you can use our API and plug it in.

The entrepreneur can connect different accounts (including those in other banks), use our built-in bookkeeping or plug-in the accounting software that he uses.

*“Imagine getting rid of innumerable papers and having the possibility to upload invoices by email, pushing them to your accountant and discussing them with the use of real-time notes made directly on the file. All of this is coming soon!”* the bankUP team convinces.

### **Seamless cooperation**

During the on-boarding process or at any later time account owner can invite different employees and partners to streamline the collaboration. Either it's your CFO, salesperson or external accountant – each one can log in to the company account with different level of access and different view on the account.

## **FinTech ecosystem**

bankUP is a comfortable ecosystem of services with flawless integration, allowing to easily use the data from one service inside the other and benefit from the synergy.

*„The marketplace with competitive lending, credit and insurance will always be at the disposal of the users. On top of core products served by us, our FinTech partners will provide various financial and non-financial products so that the users can create their own business command centre”* the team adds.

## **Create your own bank functions**

Side by side, bankUP offers APIs, developers' community and data analytics tools. This creates an opportunity to create vertical industry apps to provide even more powerful tool for the management of small businesses.

## **Unique user experience**

The new banking service supports new or existing SME with customised set of business functionalities and personalised dashboards.

*„Our aim is to create a tailor-made solution that perfectly matches the specific needs of each entrepreneur. The users can freely redesign the dashboard according to their preferences”* bankUP team explains.

## **Time to hit the road**

bankUP initial target market will be German, Belgian, Spanish and Polish. At the beginning, the SMEs will be provided with the account (IBAN number), transfers and debit/credit cards. bankUP is teaming up with EU bank providing full regulatory and compliance components.

We are currently working on the beta version and planning to close it this summer. We have implemented an extremely lean development with market validation phase (with the MVP) to confirm that a service meets the needs of its real customers. In order to be the first to experience the new way of SME banking, go to [www.bankup.io](http://www.bankup.io) and request an exclusive invite to the service.

For more information please reach us at [contact@bankup.io](mailto:contact@bankup.io)