London, 15 April 2013 | For Immediate Release -- Organised by the UCL Financial Industry Series (UCL FIndS) in partnership with Bank of America Merrill Lynch, J.P. Morgan, The Royal Bank of Scotland, Financial Services Knowledge Transfer Network, SWIFT and Level39 Technology Accelerator at Canary Wharf, the Hackin' The City Hackathon brought together 55 students from a dozen of top universities in the UK to pit their skills in a round-the-clock hackathon to design and develop an application over 24 hours.

This year's theme "Global Citizenship" challenged students to create an application to solve world problems through the use of technology. The wide domain enabled students to brainstorm and explore the vast possibilities, coming out with very creative solutions. In order to promote creativity and encourage teams to network and speak to people from other teams, mini-challenges were set. Some of the challenges involve teams working together with other teams to create videos and photo montages. The challenges required students to be creative, solving problems in an unconventional way.

Sponsor engineers and business mentors acted as rotating mentors for the 12 teams at the recently opened Level39 Technology Accelerator at One Canada Square. Each team attacked the theme of "Global Citizenship" differently. The ideas eventually decided on were spread over several different world problems, looking at each with a different perspective and ultimately presenting a very varied selection of projects overall. A wide range of skillsets gave different contributions and it was very interesting to see how the teams handled the trade-off between project complexity and its timely execution.

"We have done 13 thought leadership events this year and spent two months of planning this coding challenge Hackin' the City. We aimed to bring together elite UK students to design applications to solve world problems through the use of technology. In a very short time and with minimal resources, these brilliant students managed to come up with very innovative solutions, which was very remarkable and impressive", said Donald Lawrence, chairman of UCL Financial Industry Series and lecturer in capital markets and risk.

The atmosphere in the room remained electric for the entire duration of the event with every team showing impressive team dynamics despite the fact that many developers had signed up as individuals and were strangers to each other at the start of the event. The ability to work sufficiently

well with a team so as to take an idea and develop it to completion in the space of 24 hours was both rare and admirable and it was pleasing to see every team succeed in this regard. "We are really excited to be working with UCL FIndS in hosting Hackin' The City, bringing together some of the brightest and most creative technical geniuses in the UK together with our neighbours in Financial Services. It is really exciting to be here feeling the energy and being so close to such a diverse group of people collaboratively working, despite the intellectual intensity.", said Claire Cockerton, Head of Innovation Programmes at Level39.

The event tested not only programming skills but teamwork, presentation, stamina and endurance. Many of the participants had not met their fellow team members before the Saturday morning brainstorming sessions that kicked off the event. With the help of an unlimited supply of sugar and caffeine teams were able to stay productive into the early hours perfecting their project for the presentations on Sunday morning.

Sunday morning, 12 teams presented their value proposition, technology solution and ran a live demo of their projects. Judges after long deliberation came up with six finalists. By 1530 on Sunday after 25 minutes of intense debate, senior judges from Bank of America Merrill Lynch, J.P. Morgan, The Royal Bank of Scotland, SWIFT, and Level39 announced the following line up:

1st place TEAM 404 - the students were each awarded Nexus tablets

2nd place TEAM Jack - the students were each awarded generous Amazon vouchers

3rd place TEAM StACS - the students were each awarded Amazon vouchers

"The team work and effort the teams have put in in creating very innovative and complete solutions is simply remarkable. Besides demonstrating a mix of innovation, technology use and market value in their applications, the winning projects demonstrated high potential in creating positive impact in society. It is just amazing that all these being accomplished over the course of 24 hours. Students enjoyed themselves while getting the opportunity to network with peers from top universities and engineers in major global firms. I hope to organise another round soon", said Thiam Shui Tan, Head of Technology of UCL Financial Industry Series.

Testimonials

"Hackin' the City event was an amazing experience for me. It was a challenging competition where I had the chance with my team to express our innovative idea in front of an impressive audience consisted of professionals of some of the top organisations in the banking industry. Additionally, I had the opportunity to see interesting approaches and incredibly intelligent ideas from the other teams giving me a great insight of how top-performing students think, implement and represent their projects in a hackathon competition. Finally, it was also really enjoyable the fact that I was in the same room for 36 consecutive hours around professionals and other students discussing ideas/technical aspects and making new and really memorable connections with them.

In one sentence, Hackin' the City event was a totally rewarding experience for students that have exceptional programming skills wanting to represent them through their brainstorming ideas."

- Vasileios Angelopoulos, UCL Student

"I thought it was a fantastic event, really fantastic. The location has a googley feel to it which works well. The space is obviously excellent. The students seemed very smart and dedicated and the final presentations were awesome. Organisation also felt slick.

A great event and I hope we are involved in the next one."

- Benjamin Stopford, RBS

Hackathon Results

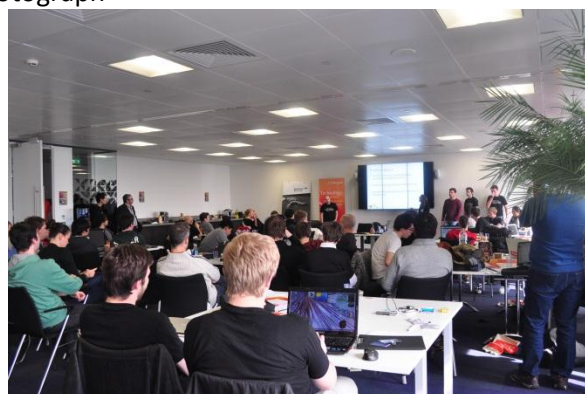| Place	Team / Project
1st Place:	**Team 404 – "Mega Appeal"** Ainsley Escorce-Jones, Ben Chin, James Carr, Preeya Joshi "An accessible platform designed to give small people a big voice. Our application enables local communities and individuals across the globe to make appeals for funding projects to increase the quality of life within their area. E.g. building a well, a community centre or a health centre. By providing people in remote areas with an easy way to appeal, text or phone in, and then publicising these appeals we give them the opportunity to be heard and the general public the ability to help them."
2nd Place:	**Team Jack – "Let Me Help"** Christopher Little, Daniel Low, Farouk Ojeleye, Jit Yao Yap, Rohan Malik "Let me help is an online web app designed to help people find volunteering opportunities nearby. Designed for use after uprisings or natural disasters, Let Me Help allows anyone to list a job they need help with, and the platform helps local volunteers be paired up to appropriate jobs."
3rd Place:	**Team StACS – "Plan F"** Alex Wallar, Gordon Coupar, Robert Dixon, Valentin Tunev, Waqas Arshid "The aim of our project was to enable the creation and validation of safe buildings that have optimal escape routes in the event of disasters. Through the use of pathfinding algorithms, building floor plans can be analysed and statistics presented. Through these adjustments, improvements can be made in order to aid safety in the event of an emergency."

Photos of Event

Group Photograph

Hard at work - coding

Presentations

Sponsors with Organising Committee

More photos available at: http://hackinthecity.com/photos/

About UCL Financial Industry Series

UCL Financial Industry Series (UCL FIndS) is a student-run forum that organises high-impact thought-leadership conferences, debates and talks on financial topics. UCL FIndS was founded in December 2010 with the purpose of providing students and professionals alike with the opportunity to look into the latest topics within the financial industry. Attendees can not only develop a comprehensive understanding of the field but also benefit from unique networking opportunities.

Website: http://uclfinds.com
Facebook: http://facebook.com/uclfinds
Twitter: http://twitter.com/uclfinds

About Bank of America Merrill Lynch

Bank of America is one of the world's largest financial institutions, serving individual consumers, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. Bank of America Merrill Lynch is the marketing name for the company's global banking and global markets businesses. The company is a long-established participant in the European marketplace, with a presence since 1922. With offices throughout Europe, the Middle East and Africa, Bank of America Merrill Lynch combines the best of local knowledge and global expertise, to offer its clients bespoke solutions no matter their location.

Website: http://corp.bankofamerica.com/

About J.P. Morgan

J.P. Morgan is a leader in financial services, offering solutions to clients in more than 100 countries with one of the most comprehensive global product platforms available. J.P. Morgan has been helping their clients to do business and manage their wealth for more than 200 years. The business has been built upon the core principle of putting clients' interests first.

J.P. Morgan is part of JPMorgan Chase & Co. (NYSE: JPM), a global financial services firm.

Website: http://techcareers.jpmorgan.com/techcareers/emea/home

About The Royal Bank of Scotland

The RBS group is a large international banking and financial services company. From its headquarters in Edinburgh, the Group serves over 30 million customers in the United Kingdom, Europe, the Middle East, the Americas and Asia.

Website: http://techcareers.jpmorgan.com/techcareers/emea/home

About Financial Services Knowledge Transfer Network (FS KTN)

Financial Services Knowledge Transfer Network (FS KTN) operates as a platform connecting organisations, businesses and individuals across the financial sector to foster innovative solutions. It is supported by key delivery partners and a host of associate partners. The KTN covers the full range of financial services sectors including banking, capital markets, insurance/reinsurance and buy side as well as related sub-sectors.

Website: https://connect.innovateuk.org/web/financialservicesktn

About Level39 Technology Accelerator

Established by the Canary Wharf Group, and headed up by Eric Van Der Kleij, Level39 is Europe's largest technology accelerator space for finance and retail technology startups. Level39 is a sophisticated office, event and social space that allows companies to create, test and market their products to some of the world's largest and most influential technology buyers, investors and mentors. The aim is to fuse London's finance and technology sectors, enhancing London's position as the digital capital of Europe and transforming the financial services sector for the better.

Website: http://level39.co/

About SWIFT

SWIFT is the Society for Worldwide Interbank Financial Telecommunication, a member-owned cooperative through which the financial world conducts its business operations with speed, certainty and confidence. More than 10,000 banking organisations, securities institutions and corporate customers in 212 countries trust SWIFT every day to exchange millions of standardised financial messages.

Website: http://swift.com/

About Graduate Developer Community

The Graduate Developer Community (GDC) is a community for undergraduates & recent graduates interested in Software Development. It is run by a leadership team comprising members of top technical consultancies, investment banks and the director of RecWorks Ltd, to help bridge the gap between the Academic, Open Source and Commercial worlds of the Software Development community.

Website: http://www.meetup.com/grad-dc/

Media Contacts:

Donald Lawrence
+44 20 7679 0362
d.lawrence@uclfinds.com

Eric (Thiam Shui) Tan
+44 7858 233 243
thiamshui@uclfinds.com