



Coming August 2015:

## MOBILE INNOVATORS

Mobile technology has progressed in leaps and bounds since Corporate Insight's first major study on the topic, *Money on the Move: Mobile Finance Review 2011*. Leading financial institutions now offer robust client-facing mobile platforms for both iOS and Android devices, and investment in the channel continues to be a top technology priority. That said, numerous personal finance apps have emerged in recent years that offer innovative alternatives to the technology that traditional institutions provide to consumers. It's these innovators that we will profile in our newest special study, MOBILE INNOVATORS.

Looking beyond the financial institutions we typically track, the MOBILE INNOVATORS report will review the experience offered by several leading financial apps in the payments, banking and investing space. The report will provide detailed walkthroughs of key mobile functionality, illustrated with screenshots, and discuss strengths, weaknesses, and other implications for the financial services industry. We will also assess any wearable capabilities, particularly around the Apple Watch. An inside view of the mobile design and capabilities offered by these industry disruptors should give established firms some key competitive insights that can help them enhance their own offerings to improve customer satisfaction and loyalty.

### Payments



Apple Pay



Blockchain



Coinbase



PayPal



SquareCash



Venmo

### Banking



GoBank



Level Money



Mint



Moven



Simple

### Investing



Acorns



Betterment



Personal Capital



Robinhood



Wealthfront