

Melbourne Startup, Bugwolf, To Represent Australia in the World FinTech Finals

Australian fintech startup, Bugwolf, selected as one of only 24 startups from around the world to face off at Asia's biggest fintech conference this January.

MELBOURNE, VICTORIA, AUSTRALIA, December 9, 2016 /EINPresswire.com/ -- Melbourne startup, [Bugwolf](#), has been awarded first prize at the Melbourne FF17 Semi-Final Pitch Competition held last Thursday evening at the York Butter Factory in Melbourne.

The semi-finals saw ten Melbourne-based FinTech startups each given six minutes to pitch their business concepts to a panel of three business experts including Hollie Thistlewood, Director of Digital Product Readiness at VISA (Australia, New Zealand & South Pacific).

After giving their pitches, candidates were scored on a variety of business success indicators, including: business model application, scale and robustness, transformative concept and technology, market opportunity and size, customer experience design and ease, financial opportunity and forecasts, and pitch quality and presentation.

Whilst most pitches examined new ways to simplify, manage and secure finances online, it was Bugwolf's innovative approach to helping major banks [accelerate software delivery and quality](#) and improve the digital banking experience that caught the attention of the judges.

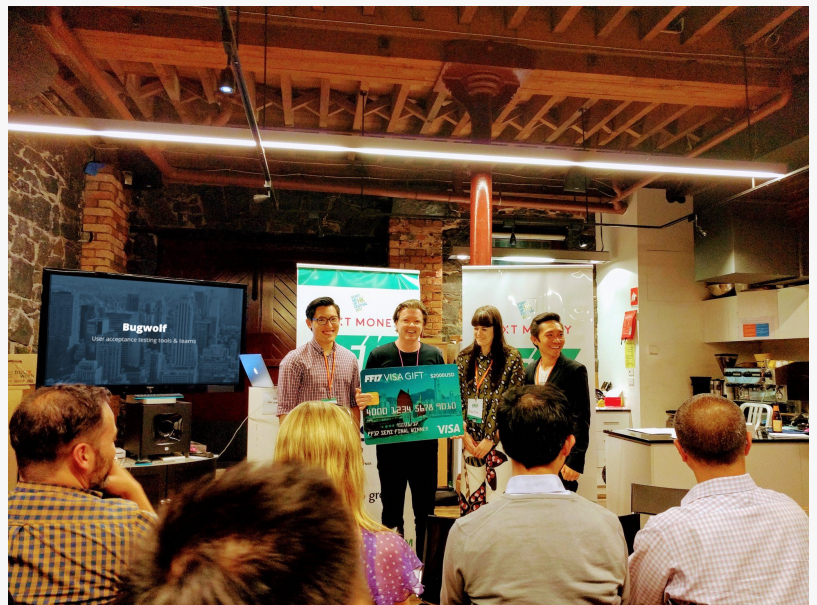
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I look forward to provoking people to rethink digital quality and software testing, challenging them to eliminate the cost of software glitches and bugs across the banking industry

Ash Conway

“We estimate that software bugs will cost the economy over one trillion dollars per year by the year 2023 and will continue to rapidly grow as we become more connected. Bugwolf leverages gamification and the power of video to uncover and resolve software bugs before they turn into catastrophic events,” says [Ash Conway](#), CEO & Founder of Bugwolf.

The win secures Bugwolf's spot as one of only 24 startups from around the world selected to go head to head at the



Bugwolf CEO and Founder Ash Conway is awarded first prize at the Melbourne FF17 Semi-Finals

Bugwolf

2017 Next Money FinTech Finals in Hong Kong this January.

The event will see Conway pitch in front of a thousand of the who's who in FinTech in the same six-minute format, as the startups compete for thousands of dollars in cash and prizes, as well as the coveted title of Best In Show at Asia's biggest FinTech event.

"It's an absolute honour to represent Australia on the world stage and be recognised alongside the world's most promising FinTech startups. I look forward to provoking people to rethink digital quality and software testing, challenging them to eliminate the cost of software glitches and bugs across the banking and financial services industry," says Ash Conway, CEO & Founder of Bugwolf.

About Bugwolf

Bugwolf saves the world from software bugs creating catastrophic events.

We've developed an algorithm which motivates software testers to discover more bugs in dramatically less time, and leverage the power of video to reduce the effort it takes to remediate software glitches.

Our products include a SaaS platform, desktop video capture tool, and vetted testing teams, and clients consist of some of Australia's leading brands including NAB, Australia Post and Treasury Wines.

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