

Tech Startup Seeks To Save Economy From \$1 Billion In Software Glitches

Is Asia's biggest FinTech event the platform this Australian startup needs to save banks from catastrophic software errors?

MELBOURNE, VICTORIA, AUSTRALIA, December 21, 2016 /EINPresswire.com/ -- A tech startup's mission to save the economy one billion dollars has ramped up a notch after securing one of only 24 invitations to compete at Asia's biggest fintech event this January.

The FF17 Next Money FinTech Finals in Hong Kong will act as the global platform that Australian startup, [Bugwolf](#), needs to warn influencers at global financial institutions about the increased risk of catastrophic software errors as more banks strive to win a competitive advantage through digital innovation.



Bugwolf's CEO & Founder, Ash Conway, will take the FF17 stage to assert that the role of digital products within banks has fundamentally changed.

At the event, Bugwolf's CEO and Founder, [Ash Conway](#), will assert that the role of digital products within banks has fundamentally changed. A little over a decade ago smartphones didn't exist and bank websites were essentially online brochures. Back then software bugs were a mere inconvenience for most customers.

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Ash Conway, CEO & Founder, Bugwolf

Nowadays digital products are at the core of how consumers manage their finances, so banks are increasingly defined by the quality of their software, website and apps. When something breaks or doesn't work as expected the consequences can be catastrophic.

“Figures indicate that software bugs will cost the economy over one trillion dollars per year by 2023. This will continue to grow rapidly as we become more connected. Our mission is to prevent one billion dollars in software errors by 2023 and

we see the Next Money FinTech Finals as an important platform for reaching forward thinking minds in this space,” says Ash Conway, CEO & Founder of Bugwolf.

Bugwolf, who already works with several major banks in their home country of Australia, leverages

gamification and the power of video to uncover and resolve software bugs before they turn into catastrophic events.

At the event [Conway will deliver a Shark Tank-style pitch](#) to thousands of FinTech stakeholders from around the globe. His five-minute presentation will explain how Bugwolf's algorithm motivates software testers to discover more bugs in dramatically less time and why he believes video is the key to reducing the time and effort it takes to remediate software glitches.

"I look forward to provoking people to rethink digital quality and software testing and 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.

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