App for Active saving
Transforming physical health into financial health possibility.

What
An App which is taking info from step counting app (e.g., Apple Health, Fitbit, Samsung Health, Polar, SUUNTO, Google Fit, Garmin) that person is using, and info about the steps being transformed into recommendation of amount of euros that should be moved towards longer term savings, based on person's chosen set-up in their profile page.

Scope would be discussed with a student team as several functionalities could be part of solution (e.g., integration banking APIs, e-commerce solutions, saving for a goal, gamification elements, privacy management, kid and parent profiles, possibility to localize to Baltic languages).

Why and for whom
It is an experimental concept which is ideated and prototyped and based on bet that it is possible to help people to make longer-term savings based on different triggers (e.g., physical activity done). More than 50% of Baltic population does not have long-term savings, which is financially unhealthy.

Early adopters for such functionality assumed physically active people which do not have longer term (3-6 months) savings, or savings at all.

Expected outcome
To be confirmed in cooperation with the student team. As an input, already made visual prototypes and even solution developed in low-code programming tools, will be shared to the team.

Conditions
Any outcomes produced by the student team under and within the framework of the Software Project and any transferable intellectual property rights related thereto, incl. all the economic rights of the author and rights to protect intellectual property are transferred to AS SEB Pank from the moment of creating them.
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