

Deliverable information

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TITLE	Establishment of website and social media channels
DESCRIPTION	Establishment of website and social media channels
NATURE	Website
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Document information

DATE	28 January 2019
WRITTEN BY	Firamis GmbH
APPROVED BY	Paolo Giudici

Actions and achieved results

The website (<https://www.fintech-ho2020.eu>) and the social media activities of the FIN-TECH project shall mainly inform external visitors about the project. The website furthermore serves as the starting point for accessing the project-platform.

Website and social media activities aim at promoting and raising awareness on the project approach and of its impact for the FinTech industry. Especially the website shall provide information and access to project results: accessible by all stakeholders and by the general public.

The underlying technology of the website is based on the programming-language R. We created the website by using a combination of the tool RMarkdown and the website generator Hugo. We have chosen a design called Universal and changed it into our specific website-design.

We created our own Logo via the online tool 'LogoMakr'. This Logo is also used in the social media channels.

At the top of the project website we created several links to our social media channels via social icons. There are two social icons for LinkedIn where visitors of our website are able to visit the LinkedIn-account of our project as well as a group, which they can participate to stay informed about our activities. Our social media channels are:

LinkedIn: <https://www.linkedin.com/company/fintech-ho2020-eu/>

LinkedIn: <https://www.linkedin.com/groups/8734998/>

Facebook: <https://m.facebook.com/groups/540482969435657?tsid=0.3893573805737165&source=result>

Twitter: https://twitter.com/fintech_ho2020

The menu bar furthermore contains an icon, which visitors of our website can use to write us an e-mail.

Besides other tabs the menu bar also contains a login tab. This login constitutes the connection of the project-website with the project-platform. All external and internal users of the project-platform will use this login in order to access the platform.

Below the menu bar we implemented a carousel, which informs visitors about our three main topics:

- What we do?

- How we do it?
- How we improve it?

This carousel constantly rotates between these three topics.

In the second part of our website (the part below the carousel) it is firstly explained, who contributes to the FIN-TECH project:

- Fintechs and fintech hubs, who have detailed understanding of business models based on financial technologies;
- Regulators and supervisors, who have detailed understanding of the regulations and risks that concern financial technologies;
- Universities and research centres, which have detailed understanding of the risk management models that can be applied to financial technologies.

The following part of the project website contains the presentation of the project executive board. Every box presents one member of the executive board and includes a link to the corresponding website. The management board consists of:

University of Pavia
University College London
Pantheon-Sorbonne University
Firamis GmbH
B Hive
Humboldt University of Berlin

Afterwards we included a Youtube-link to a video informing about Fintech solutions that make use of artificial intelligence, big data analytics and blockchain technologies.

The last part of our website is a blog, which we use to inform about our latest activities and publications. One can find our blog also via using the button 'News' which is on top of the website.

At the bottom of the website one can find a contact-form where the European coordinator Prof. Paolo Giudici can be contacted. One can find our contact-file also via using the button 'Contact' which is on top of the website.

At the bottom of the website we further refer to the received Grant of the EC, to the terms of use, and our data policy.

Attached documents



D20_Attachment.pdf

Links

<https://www.fintech-ho2020.eu>