

Contest Terms

- For each application listed in section “Application Icons” design an application icon. Thus, we expect 12 icons.
- We deliberately give you a lot of freedom to design the app icons. We only give you important information and a description of what the app does. So use your creativity!
- In order to have fast feedback cycles, it is fine to only produce 3 icons in the very first round.

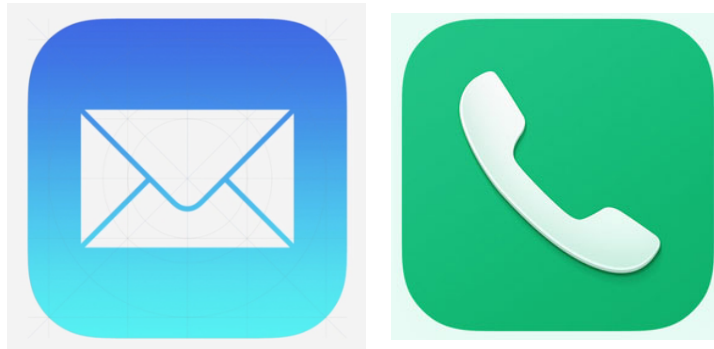
Important Information

- We are a company creating applications for Financial Advisors (Finance Industry, Banking ...)
 - Our offering includes multiple stand-alone applications which the financial advisors can choose to use or they can use our fully integrated suite which contains all the applications
 - **We want to have the same look & feel across all our applications icons**
 - We want delivery of application icons for (app store 1024 X 1024, home screen 144px, spotlight search 100px or settings 58px and are meant for ipad retina)
 - Our corporate colors are green and blue but you can use any other colors as well (see logo)
 - We want a ios7 style design
 - We want to associate these attributes to our app icons: elegant, smart, airy yet serious
 - The average user shall be able to correctly associate & recognize the app when she sees the app icon
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- As a reference, this is our company logo:



Background

- All Icons should have blue background
- All icons should be flat (ios 7 style)
- All icons should have the same background. Background colors can be either blue or green and have to be a gradient
- Use as far as possible the suggested colors or lighter variations of it
 - Blue color Basis: RGB #224488
 - Green color Basis: RGB #448844
- Enclosed a sample of what we want



Attention: sample lacks gradient

Application Icons

| Application Name | What does the application do |
|----------------------|---|
| Investment Proposals | <ul style="list-style-type: none"> • Allows to view and see all investment issues, reduce risk , increase performance & tap opportunities • Financial Advisor can decide to create an investment proposal which allows to mitigate or address these alerts. • The Investment Proposals can be created fully manually or with the help of wizards • He can simulate the effect of changes • The Investment Proposals can be tailored and the output contains (what the client should buy/sell, the rational, simulation scenarios, product information) • Investment Proposals can then be shared with clients |
| Client Reporting | <ul style="list-style-type: none"> • Allows user to select accounts from one or multiple banks • Based on selection, the user is allowed to modify or enhance his data • He can select from a wide variety of pre-defined reports and compose his own report package • He can then tailor this package with his own style, and some parameters (language, currency ...) |
| Correspondence | <ul style="list-style-type: none"> • Allows to have an electronic archive of all incoming and outgoing correspondence between a Financial Advisors and his clients • He can see all their letters, the reports and documents he sent them • He can view all the discussions he had with them and all his minutes notes • He can use this application to broadcast news and information to one or multiple clients • He can have secure discussions with his clients |



Application Icons

| Application | What does the application do |
|------------------------|--|
| Meeting Planner | <ul style="list-style-type: none"> • Allows Financial Advisors to prepare for client meetings • Allows them to prepare meeting agenda and document they want to show during meeting • Addresses cross border compliance (e.g. client is in a country, bank in another financial advisor in third). Application ensures that any thing the advisor does complies with all regulations • Allows to document client interactions (meeting notes) • Allows to certify advisors for providing advice in some countries • Allows to view all marketing material and contracts for products & services they can offer their clients |
| Investment Suitability | <ul style="list-style-type: none"> • Verifies if the investments made are in line with the clients objectives and his risk tolerance • Provides clients with all disclosure documents and educational material • Documents and archives all interactions • Produces all client letters • Allows to comply to suitability regulations worldwide |
| Profiling | <ul style="list-style-type: none"> • Allows to capture all client relevant information ((Personal Situation, Financial Situation, Professional Situation, Investment Behavior, Investment Preferences, ...)) • Allows to capture data in multiple modes (self-assessment, data entry through Financial Advisor) • Allows to fill all relevant mandatory information required by clients (Investment Profile, Know your customers forms ...) • Allows to view & modify client data |



Puzzle piece fitting



Application Icons

| Application | What does the application do |
|-----------------------|---|
| Product Shelf | <ul style="list-style-type: none"> • Allows Financial Advisors to search and find products and services they want to offer their clients • Allows them to view all product relevant information & documents • Allows to view prices, research reports • Allows to find all marketing and contractual documents • Products can be any type of financial instruments (e.g. bonds, equities, funds, . Services examples are (credit cards, ebanking, , mortgages ...) |
| Onboarding | <ul style="list-style-type: none"> • Create new client accounts • Capture or re-use previously entered client data • Select services that the clients want • Generate account opening forms • Electronic signature |
| Business Intelligence | <ul style="list-style-type: none"> • Gives Financial Advisors an overview of all their data (clients, positions, transactions, financial instruments) • They can perform their own queries and design their own reports • They can use pre-defined templates and queries to view profitability, target opportunities, initiate client contacts |



Application Icons

| Application | What does the application do |
|-----------------------------|---|
| Financial Advisor Dashboard | <ul style="list-style-type: none">• Is the starting point for any Financial Advisor. It contains all the information he needs to start the day and during the day• He can see his meetings, his clients, his tasks and drill down to individual clients• He can see the status of what he did in the past• He can configure the widgets, the settings to see exactly the information he wants in the form he wants |



Application Icons

| Application | What does the application do |
|--|--|
| Qedos Suite (Integrated Suite for Financial Advisors) | <p>This is a suite of applications which contains all the previous applications. Some of our clients might prefer to buy individual modules, but many will prefer to have the all-in-one suite to do everything</p> <p>It allows the Financial advisors to</p> <ul style="list-style-type: none"> - Profile clients - Create investment proposals - Onboard clients - Find products & services - Create reports - Communicate and collaborate with clients - Analytical tools (business intelligence) to improve his sales & profits - Regulatory tools to comply to regulations |
| My Finances (Client Portal) | <ul style="list-style-type: none"> • This is an application which will be used by clients of financial advisors. • They can view the status of their investments • They can do self-assessments • They can find products and read investment research • They can communicate & collaborate with their financial advisor • They can access and download documents (research reports, past statements ...) |

