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# Launchfire Voted Best in Show at FinovateEurope!

We did it folks!

Launchfire was voted best in show at FinovateEurope, one of the biggest European fintech events of the year. Alongside roughly 60 other innovative companies, we showcased our all-in-one learning experience platform, Lemonade, which helps financial institutions level up their training and transform their frontline.



On the first day of the event, our program designer, Romeo Maione, demonstrated how Lemonade's game-based learning, product simulations, and role-play scenarios make learning fun (and more effective) for frontline staff — while machine learning analytics and easy built-in course authoring helps admins deliver better training faster.



You can watch our demo from last year [here](#).

For more information about Lemonade visit: [launchfire.com/lemonade](https://launchfire.com/lemonade)

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ABOUT LAUNCHFIRE

Established in 1999, Launchfire helps banks, retailers and telcos drive adoption of their digital products and technology. We take a 360 degree approach to digital transformation, working with clients to engage, educate, and incentive behaviour changes — both internally and in consumer facing programs. For more information visit: [launchfire.com/digitaltransformation](https://launchfire.com/digitaltransformation)

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