



🕒 22 April 2019, 11:29 (EDT)

## Launchfire to Demo at FinovateSpring

**Director of Business Solutions, Romeo Maione, will be demoing Lemonade, the game-based microlearning platform for financial institutions next month in San Francisco.**

**Ottawa ON** – April 22, 2019

Launchfire has been invited to demo their game-based microlearning platform, Lemonade, at FinovateSpring in San Francisco this May. This is the third time Launchfire will demo the platform for the Finovate audience.

Lemonade is the only game-based microlearning platform designed for financial institutions. Using game tactics designed to change behaviour, Lemonade transforms training for financial institutions and makes it simple to measure the business impact of learning.

Director of Business Solutions, Romeo Maione, will be demoing Lemonade for the Finovate audience.

*“This is the third time we’ll be demoing Lemonade at Finovate, and I’m excited to share with the audience different use cases for the platform. At previous events we focussed primarily on using Lemonade for digital adoption initiatives — but in reality the platform is much more powerful. I’m excited to show the full scope of our platform and talk about the different ways we can help FI’s transform their training. I even plan to wear my good shirt.”*

— Romeo Maione, Director of Business Solutions, Launchfire

**About FinovateSpring**

FinovateSpring is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in San Francisco, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. The event is organized by The Finovate Group. For more information on the event or to view videos of previous demo, please visit [finovate.com](http://finovate.com).

### **About Launchfire**

Launchfire is a leader in game-based employee & customer engagement for financial institutions. Our award-winning Lemonade platform combines game tactics with micro-learning, AI, and surgical analytics to educate employees and promote long-term behaviour changes. For more information about Lemonade visit: [launchfire.com/lemonade](http://launchfire.com/lemonade).

---

#### 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](http://launchfire.com/digitaltransformation)

 pr.co



Launchfire