



Prithiviraj Damodaran <d.prithiviraj@gmail.com>

You've been selected to participate in the Citi® Mobile Challenge

Citi Mobile Challenge US 2014 <info@mobilechallengeus.com>

Thu, Oct 16, 2014 at 12:04 AM

Reply-To: Citi Mobile Challenge US 2014 <info@mobilechallengeus.com>

To: Prithiviraj <d.prithiviraj@gmail.com>

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Citi Mobile Challenge US 2014

Dear Prithiviraj Damodaran and members of Prithiviraj,

Congratulations – your submission RetailBanking 2.0 (id 1,630) has been selected to proceed in the Citi® Mobile Challenge! We're really excited and hope you are too.

As you are receiving this notice today, you will have until Thursday Oct. 23 at 11:59pm to submit your final concept.

What's next?

- You now have access to the API toolkit! To view this, you will need to login and visit the [API page](#). To access the Citi APIs, you will need to use your unique Client ID which can be [found here](#).
- You will need to log in and submit your final concept by Oct. 23. Your final concept will need to include:
 - An online questionnaire
 - A 2-minute video
 - An optional map of the customer journey
- Here is a link to a [handy guide](#) on how to craft your final concept. Have questions? [Contact us](#).
- You can tell your friends all about it on [#citimobilechallenge](#)

We will let you know on or before Oct. 31 if your entry has been selected as a Finalist to present at one of our three demo days in Silicon Valley on Nov. 10, New York on Nov. 12 or Miami on Nov. 14. So make sure to keep those dates open on

your calendar in the event you are selected as a Finalist!

Thank you and once again, from all of us at Citi – congrats! We are looking forward to reviewing your Oct. 23 final submission

Regards,

The Citi Mobile Challenge Team



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