

NEWS RELEASE

**Gro Solutions Recognized as a FinTech
“Company to Watch” by *American Banker* and BAI**

ATLANTA & LAS VEGAS – Oct. 13, 2015 – [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, was named a “Company to Watch” as part of the [2015 FinTech Forward](#) rankings released by *American Banker* and BAI at the [BAI Retail Delivery Conference](#).

Gro Solutions was included as part of a select group of companies that represent high-impact start-ups and recent market entrants bringing new approaches to FinTech. An advisory board comprised of industry experts from BAI, *American Banker* and other leading financial industry organizations selected this year’s “Companies To Watch” based on three main criteria: Does the company offer technology that’s cool and innovative?; Does that technology solve a real business problem?; and Is the product or solution ready for prime time?

“Look closely at a successful financial services company, and you will find inside it a thriving technology enterprise,” said Marc Hochstein, editor-in-chief of *American Banker*. “The companies we recognize as members of the FinTech Forward rankings are true leaders in bringing technology to bear on the key strategic challenges and opportunities the banking industry confronts today.”

Launched in July 2015, Gro Solutions’ approach uses all of the capabilities of the mobile device to make the on-boarding process as easy as possible. Gro Solutions is a subsidiary of Mobile Strategy Partners (MSP), which has provided strategic and technical advisory services to the financial industry since 2009. With the increasing number of digital natives and modern redesigned branches, MSP realized legacy account opening solutions were failing both financial institutions and their customers – so MSP created Gro Solutions and [Gro Account Opening](#) to meet this need.

Gro Account Opening is the only complete account origination solution on the market that offers desktop, mobile web and native app versions for use by both financial institutions’ customers and employees. Gro Account Opening features a multilayered onboarding workflow to limit manual text input and reduce the high abandonment rates often associated with the mobile device.

“We are honored to be recognized as a “Company to Watch” by *American Banker* and BAI, as it further validates our Gro Account Opening solution as a leading driver behind the transformation of the digital onboarding experience,” said David Eads, CEO of Gro Solutions. “We believe mobile customers are the future, and we think it should be ridiculously easy to sign up new customers on a mobile device.”

About FinTech Forward

FinTech Forward brings together the research, media and event capabilities – and the engaged and influential audience communities – of banking’s top two professional information and education organizations. *American Banker* is the leading resource for banking and financial services professionals providing information and analysis, events, research, and marketing services. BAI is the financial service industry’s resource for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace.

About Gro Solutions

Founded in 2015, Gro Solutions provides digital growth solutions for banks and credit unions. Through a fresh direction and a technology strategy that embraces mobile capabilities instead of begrudgingly accommodating them, Gro Account Opening helps financial institutions present a mobile front door that

meets and exceeds the mobile expectations of the new customer. Gro Solutions is a subsidiary of Mobile Strategy Partners (MSP), which provides strategic and technical advisory services to the financial industry. For more information, visit www.grobanking.com, or follow the company on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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