



## **LendIt Announces Winner of PitchIt@LendIt Competition**

*LendingWell named a leading innovator in online lending and fintech*

**London, 10 October 2016** – LendingWell, a single-platform P2P lending partner, has today been announced the winner of [PitchIt @ LendIt](#), a competition aiming to find a future star within the online lending and fintech space.

The competition is organised by LendIt, the largest conference series dedicated to connecting the global online lending community, in partnership with Capital One, an information-based lending company.

LendingWell is an innovative single-platform P2P lending partner that provides access for both retail investors and independent financial advisors to the broader P2P lending market. Co-founded with Liberum Alternative Finance, LendingWell provides customers with a user-friendly service to enable informed and confident P2P lending decisions.

The shortlisted companies pitched their business case to a panel of expert judges as well as some of the technology industry's leading figures at [LendIt Europe 2016](#), taking place on 10-11 October.

Ahead of the event, all eight finalists received coaching for their pitch from L Marks as well as individual mentoring from industry leaders in order to prepare them for the competition. As this year's winner, LendingWell will also be mentored by experts associated with Capital One Growth Labs via a personalised plan to help the company develop. Capital One Growth Labs is a partnership between Capital One and L Marks to ensure fintech start-ups can get access to expertise and capabilities to develop their innovations.

LendIt's Chairman and Co-Founder, Peter Renton, said: "The competition to win [PitchIt @ LendIt](#) gets fiercer every year with more companies from a more diverse range of sectors entering. In this context, it is a real achievement for LendingWell to take the first PitchIt Europe 2016 title."

Amy Lenander, Managing VP and CMO, Capital One, said: "All of the finalists used the competition as a platform to promote their businesses to potential investors, clients and partners. We look forward to meeting with [insert winner] to see how our mentoring can accelerate their development and will be watching with interest to see how all of the finalists take their businesses forward."

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