

PRESS RELEASE

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CreditUnions.com Announces 2025 Innovation Series Winners

Washington, DC – After weeks of online showcases, CreditUnions.com is proud to announce the winners of the 2025 Innovation Series.

This year, 24 finalists competed across six categories, including the new "Member Engagement" division. Finalists had 10 minutes to present their solutions and demonstrate their potential impact on members and the credit union industry. After viewing the presentations, credit union executives voted for the most engaging presentation and the innovation they believed would have the greatest positive impact on their members.

Financial Wellness Winner: Silvur

Learn more about this year's winner and other finalists in the [Innovations In Financial Wellness on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Financial Wellness](#) article.

Member Experience Winner: Agent IQ

Learn more about this year's winner and other finalists in the [Innovations In Member Experience on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Member Experience](#) article.

Lending Winner: Ranqx

Learn more about this year's winner and other finalists in the [Innovations In Lending on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Lending](#) article.

Digital/Member Growth Winner: Boucoup

Learn more about this year's winner and other finalists in the [Innovations In Digital/Member Growth on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Digital/Member Growth](#) article.

Analytics Winner: Conductiv, Inc.

Learn more about this year's winner and other finalists in the [Innovations In Analytics on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Analytics](#) article.

Member Engagement Winner: Prizeout

Learn more about this year's winner and other finalists in the [Innovations In Member Engagement on-demand webinar](#) and the [Meet The Finalists For The 2025 Innovation Series: Member Engagement](#)

A special thank you to all the finalists for sharing their innovative solutions and continuing to push innovation forward in the credit union industry. We appreciate our credit union attendees for their participation and support in selecting this year's winners.

About Callahan & Associates

For nearly 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at www.callahan.com.