# **Appli CEO Tim Pranger to Showcase AI-Powered Loan Calculator at 2025 Auto Finance Summit East**

*POPi/o co-founder to demonstrate how real-time guidance improves auto loan conversions*

**SALT LAKE CITY – May 12, 2025** – Appli, the creator of the industry's first AI-powered smart financial calculator, today announced that Founder and CEO Tim Pranger will present a live demonstration of the company's auto loan technology at the 2025 [Auto Finance Summit East](https://autofinance.live/afs-east/) in Nashville on Tuesday, May 13.

"Today's car buyers want to know if they can afford their dream vehicle before they commit to a full application," said Pranger. "Our demonstration will show how financial institutions can provide real-time guidance that helps applicants understand not just if they qualify, but what they need to do to improve their chances of approval."

The demo will take place in the Griffin Ballroom during the Auto Finance Summit's Demo Challenge. Pranger will present Appli's solution that increases [loan application conversions](https://www.hiappli.com/features/) by addressing the uncertainty and fear of rejection that often prevents qualified borrowers from applying.

Since its launch in 2024, Appli has gained traction among forward-thinking community financial institutions like Granite Credit Union and recently announced [Shoreline Hometown Credit Union](https://www.einpresswire.com/article/803205375/shoreline-hometown-credit-union-selects-appli-for-better-digital-engagement-and-conversions). These institutions have implemented Appli's platform to strengthen their digital lending experience while maintaining focus on member service.

The top two companies from attendee votes will advance to a Q&A session with a panel of judges, with the "Best in Show" winner receiving an advertisement package worth up to $10,000 with Auto Finance News.

For more information about Appli and its smart financial calculator for credit unions and other financial institutions, visit [hiappli.com](http://hiappli.com).

## **About Appli**

Appli, founded in 2024 by POPi/o co-founder Tim Pranger, provides AI-powered financial calculators that help lenders create personalized, engaging shopping experiences for financial products. By combining real-time analysis with generative AI, Appli's tools boost customer confidence and increase conversion rates for financial institutions. For more information, visit [hiappli.com](http://www.hiappli.com/).