BUSINESS AI – Your Way to Artificial Intelligence in Asset Management
The Business App to understand AI, get educated, stay up-to-date in competitive environment and to find the right AI partners for You!

Disruption in Asset Management – Overwhelming Developments in Tech & AI

Accelerating disruption in the Asset Management industry!

- Significant rise of digitalization and usage of Artificial Intelligence across value chain.
- Digital and AI will completely reshape how asset management works: enhance or replace?

Digital and rise of AI now adds measureable value to asset managers by increasing revenues, productivity and reducing costs

- Enhancing sales and marketing (i.e. personalization, predictive analytics, data driven prospecting, segmentation, optimizing servicing for clients.
- Improvement and enhancement of investment decision making and performance (i.e. debiasing, alternative data, sentiment analysis, machine-learning data insights, research, data analytics, trade execution).
- Operational and organizational efficiency and effectiveness (i.e. process automation, data management, administration).

Unprecedented pace of development – overwhelming and hard to keep track?

- Extremely fast evolution and development of technological innovation.
- 14.000 research publications in asset management industry containing big data or analytics as keywords in 2018 (Source: McKinsey).
- 300+ AI solutions providers already with new firms emerging daily.
- Emergence of global AI talent pool – moving from tech to and between asset management firms.
- Being aware of the competitive landscape is becoming difficult.

Key Success Factors in Artificial Intelligence in Asset Management

- Understand AI and what it can do for You.
- Be aware of market and competitive developments.
- Define Your Strategy for Digitalization and AI Usage.
- Find Your AI talent and select the right AI solutions partner.

A few numbers

- 90% of executives across industries want to invest into Business AI.
- 15% of executives know enough about AI to decide what to do about it.
- You need to spend at least 5 hours per week to stay on top of your industry.

Why BeAI? – Your solution to cope with the rapid developments in AI and accelerate change

- Helps retain the awareness on digitalization and AI developments in the industry with clients and competitors.
- Helps to inform executive management as well as the change ambassadors in an organization about latest developments and how to cope with those.
- Helps to generate strategic ideas and possible innovation and adaptation in distinct fields.
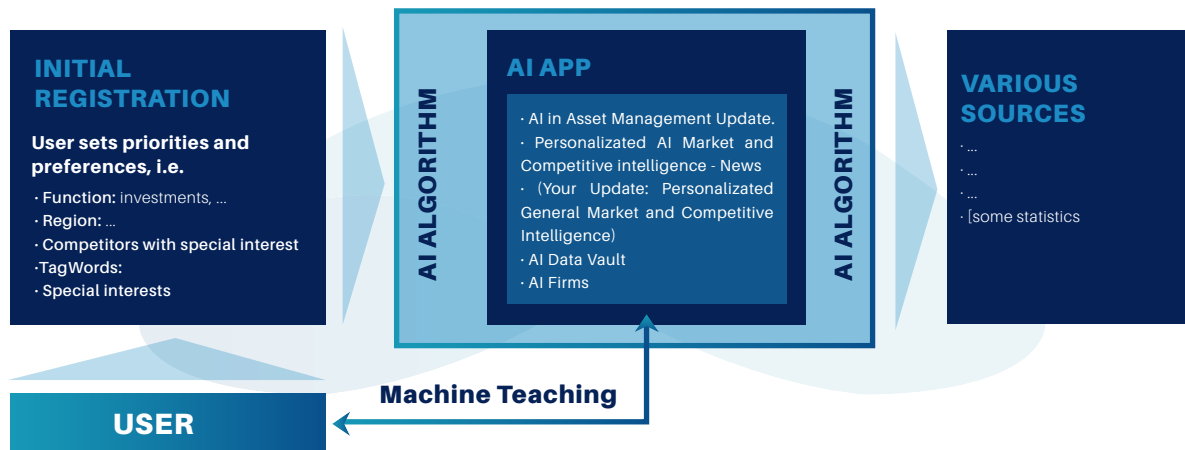- Helps identify top AI talent and AI solutions providers.

BeAI provides the basis and service tool across any organization with different interests

C-Suite / *Executive Management*	• Access to curated data andcase studies for the executive committee. • Keep leaders informedon developments and for them to intelligently speak with external clients and the public.
Business Management / *Strategy teams*	• Awareness of market and competitive landscape around AI. • Stay informed on specific detailed AI/ ML developments relevant to their functions, i.e. strategy, operations, investments. • Identify potential firms to partner with. • Potentially contact top talent for projects, workshops, partnerships and JVs.
Change and transformation agents in each function	• Stay informed on general trends and developments in digital, AI, technology. • Create awareness and focus.
All staff in technology, IT and digital transformation departments	• Learn about and get comfortable with AI and the right basis for all further developments. • IT readiness for change.
Firms and Startups in AI space	• Introduce and present to asset managers as provider of technology, data and AI solutions.
Consulting firms and individuals in the field of technology and AI	• Stay informed on general trends and developments in digital, technology.

BeAI – Various modules within the APP can be customized by each firm and personalized by each individual user.

Modules		Description
Core	**Curated AI Research**	• Proprietary research, curated, for asset managers, showcasing how AI is being used in detail by some of the leading firms along with details on how firms can go about implementing AI. • Select articles on key AI developments. • Highlights important AI developments in video format, because it's fun and informative.
	AI News	• Pulls in, 10, 25, 50, or 100 articles daily for the users of the app, based on what they choose; users upvote or downvote articles, sources, firms and themes, so the algorithms learn what the user likes to learn and read.
	AI Data Vault	• AI Market and Industry. • Summary of publically available and proprietary statistics, tables and graphics.
Add-On (+++)	**Global AI Talent Database**	• Proprietary Specialist Database. • Meet Who is Who in AI. • Details for currently 10,000+ leading AI scientists around the world, for project work or to hire them/partner with them.
	AI Fintech Start-Ups	• Meet the AI Firms. • Search, Like and Remember the Firms. • Showcase: Top 5 of best fit and further filters.
	Industry News	• Your Personalized General Market and Competitive Intelligence. • Pulls in, 10, 25, 50, or 100 articles daily for the users of the app, based on what they choose; they can upvote or downvote articles, sources, firms and themes, so the algorithms learn what the user likes to learn and read.

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INITIAL REGISTRATION

User sets priorities and preferences, i.e.

· Function: investments, ...
· Region: ...
· Competitors with special interest
· TagWords:
· Special interests

AI ALGORITHM

AI APP

· AI in Asset Management Update.
· Personalizated AI Market and Competitive intelligence - News
· (Your Update: Personalized General Market and Competitive Intelligence)
· AI Data Vault
· AI Firms

AI ALGORITHM

VARIOUS SOURCES

· ...
· ...
· ...
· [some statistics

Machine Teaching

USER

Pricing – flexible license model per user, department or firm-wide.

- BeAI license can be customized with any module and can be based on user, departments or company.
- We offer individual as well as enterprise licenses and offer discounts for early adopters.

BeAI – User management in enterprise license

- Licence agreement gets put in place with a clearly defined "database owner".
- "Database owner" oversees the licences and user subscriptions (total no.).
  Employees of a company sign-up/subscribe individually or have profile created by their office.
- "Database owner" approves or gives sign-off on each user subscription and has an overview of user lists.
- Download of APP.

Additional service offering – Your BeAI access can be complemented by add-on services

BeAI APP as basis...

CORE

BeAI - AI Intelligence
· Curated AI Research
· AI News
· AI Data Vault

ADD ON

Global AI Talent Database

AI Fintech Start-Ups

Industry News

ADD-ON SERVICES

Consulting / Strategy Projects
· Assembling project teams of AI/Data Specialists
· Project scoping and setup
· Partnership with leading AI strategy firms

Recruiting / Liftout Projects
· Definition of hiring strategy
· Recruiting of individuals or complete teams from propietary datebase and beyond
· Partnership with specialist recruiting firms

AI Solutions Provider Selection
· Definition of solutions scope
· Selection and due diligence of solution provider
· Partnership with specialists