

Back for it's third year, Fin-k Tank takes a look at what is new in the worlds of tech and investing.

With a fast-paced afternoon of demos, panels, new entrants and giant incumbents, this afternoon will bring anyone interested in how to build better services for customers up to speed, informing, challenging and entertaining at the same time.

12:30 - 13:00  Registration

Section One: New Models

- 13:00 - 13:15** **What customers want** **Holly Mackay, MD of Boring Money**
Holly will talk us through a market update from the BM Insights team. How has fintech impacted investors today. What do consumers want? Where are the opportunities?
- 13:15 - 13:45** **How to build an early stage business in a sector which doesn't support the typical start-up philosophy of "move fast and break things"**
Simon Rogerson, CEO and Founder of Octopus
Neil Costigan CEO of BehavioSec
Simon and Neil show us what can go wrong and what good looks like.
- 13:45 - 14:05** **How is tech enhancing advice?** **Panel Discussion**
Where do we sit currently and where do we think technology will take us in the coming years?
Adam Price, CEO of Hatch
Joe Parkin, Head of iShares and Digital Wealth, Blackrock
TBC
- 14:05 - 14:20** **Mobile: How to use it well in your proposition** **Tessa Lee, MD of MoneyInfo**
Companies can sometimes be accused of making an app for app's sake. As specialists in client portals and mobile apps for the wealth management industry, Moneyinfo will cover how to avoid this pitfall and fully utilise mobile.
- 14:20 - 14:50** **Digital Distraction is affecting our decisions** **Dr Anastasia Dedyukhina, Founder of Consciously Digital**
Dr Dedyukhina helps people develop healthier relationships with technology. She no longer owns a smartphone and argues that technology affects decision making by causing too many distractions in our lives. She'll discuss how companies need to capitalise on consumers' 5 minute distraction window.

 Email carmel@boringmoney.co.uk to book.

Ticket Prices - £229 + VAT or £135 + VAT for advisers and start-ups



14:50 - 15:20  Coffee Break

Section Two: A Look Ahead

15:20 - 15:50 **The Future Home Live** **Unruly**
Unruly's futurist shows us what to expect in the consumer landscape that will change the expectations of consumer needs and demands when it comes to technology. What will our homes look like in 2030?

Our demos all tackle the question of engagement.

What angles could we adopt to engage more people with the world of investing?

15:50 **Demo One:** **Plum**
Can a chatbot be the one to get people to invest?

16:05 **Demo Two:** **Be-IQ**
Could it be through Behavioural finance?

16:20 **Demo Three:** **Focus Solutions**
Why Segmentation and Personalisation get greater cut through.

16:35 **Demo Four:** **Tickr**
Will 'ethical investing made easy' be the way into a new type of investor?

16:50 **Demo Five:** **Yoti**
Better ways to prove identity make for smoother onboarding.

17:05  Q&A with the demos & the audience votes

17:20 **Final thoughts** **Holly Mackay, MD of Boring Money**
Holly Mackay will close with a summary of the day, as well as some stats and facts on consumer behaviours to challenge us all!

17:30 - 19:00 **Drinks and networking**

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 Email carmel@boringmoney.co.uk to book.
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