

Back for its 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 fintech demos, panels, new entrants and giant incumbents, this afternoon will bring up to speed anyone interested in how to build better services for customers.

Join us for a seminar which will inform, challenge, and entertain at the same time.

12:30 - 13:00  Registration

Section One: New Models

- 13:00 - 13:15** **What customers want** **Holly Mackay, CEO of Boring Money**
Holly will talk us through a market update from the Boring Money 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 right & wrong and what good looks like.
- 13:45 - 14:20** **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 & Digital Wealth at BlackRock
Davinia Tomlinson, Founder & CEO of Rainchq
- 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 tech affects decision making, causing too many distractions in our lives. She'll discuss how financial companies are affected by consumers' increasing digital distractions.



14:50 - 15:15  Coffee Break

Section Two: A Look Ahead

15:15 - 15:35 **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.

Our demos all tackle the question of engagement.

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

15:40 **Demo One** Victor Trokoudes, CEO and Co-founder of **Plum**
Can a chatbot be the one to get people to invest?

16:00 **Demo Two** Tom McGillicuddy, Co-founder of **Tickr**
Will 'ethical investing made easy' be the way into a new type of investor?

16:20 **Demo Three** Anka Mandleson, Co-founder of **Advantra Wealth**
Can facial recognition and eye tracking finesse client and risk profiling? Will we adopt tech to gauge financial literacy, risk appetite, and target portfolio?

16:40  Q&A with Tessa Lee & the demos

17:00 **Final thoughts** Magnus Wheatley, MD of **Charles Stanley Direct** &
Holly Mackay, CEO of **Boring Money**

Magnus and Holly will close with a summary of the day, as well as some stats and facts on consumer behaviours to challenge us all!

17:20 - 19:00 **Drinks and networking** 

Sponsored by


**CHARLES
STANLEY** *Direct*

Supported & hosted by


AVIVA

 Email carmel@boringmoney.co.uk or head to
www.boringmoneybusiness.co.uk/events/fin-k-tank-seminar to book.

