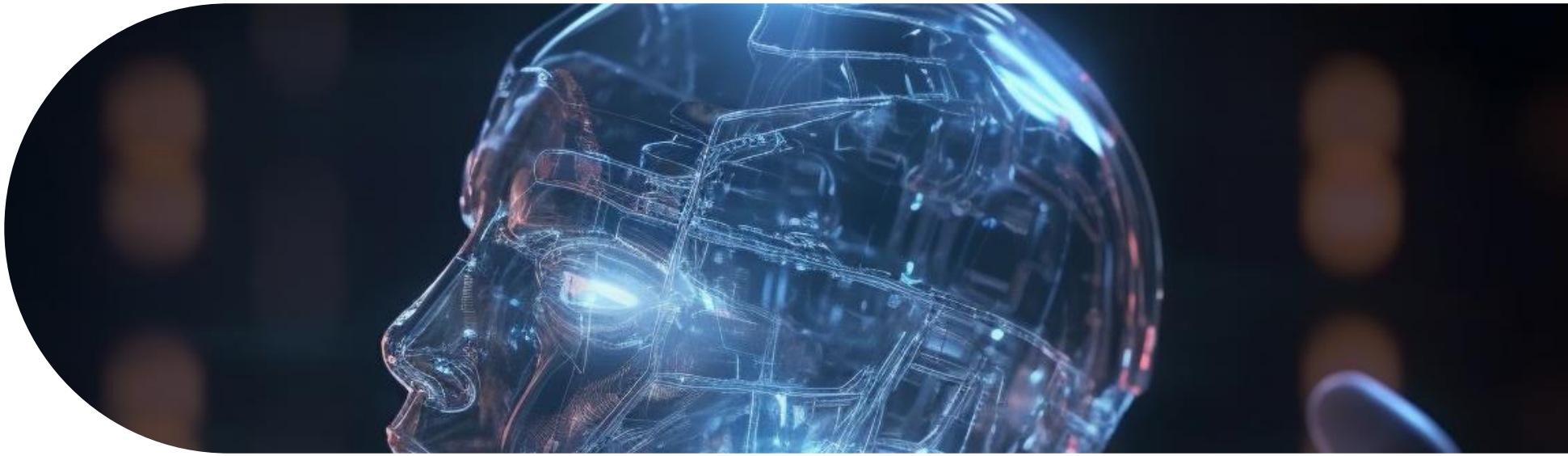
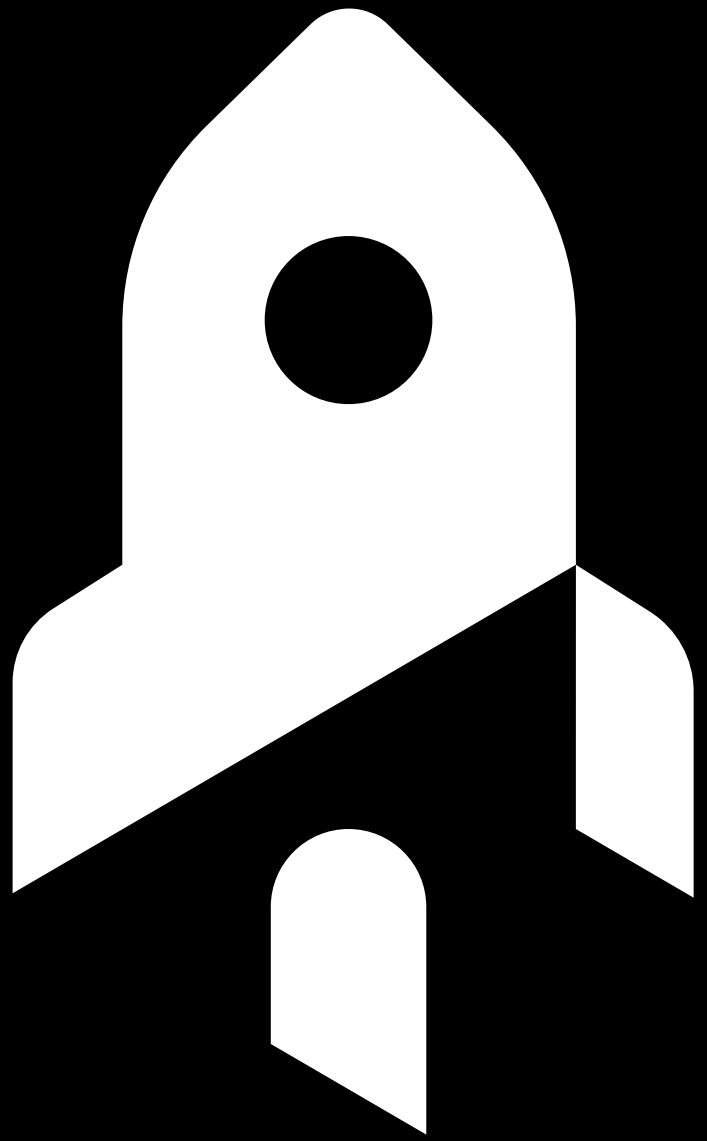
Tenity



Tenity, innovation & Generative AI

Marc Hauser
Head Europe & Managing Partner

6th of September 2023



01.

About Tenity

About Tenity

We are global innovation ecosystem and early-stage investor powering the future of finance

2015

Tenity was **founded** as the corporate incubator of the Swiss Stock Exchange

31

People from 12 nationalities at an average age of 37 years at an 50/50 gender split

7

The **countries** we are active, including a local hub presence in three

2’500

The number of **applications we receive each year** for our startup programs

270

Startups have successfully **graduated** from our programs

$370M

Total **investments** have been syndicated from our startups

Unlock the power of innovation

Tenity history

With our recent funding round and MBO we are set to become the innovation leader in the financial industry

2015 — Initiated by SIX

2016 — Spin-Off

2019 — CH Market Leader

2020 — Geo Expansion

2022 — Scale-Up

synpulse

2026+ — Global Leader

Tenity services for corporates

We support our partners in every aspect of their innovation efforts

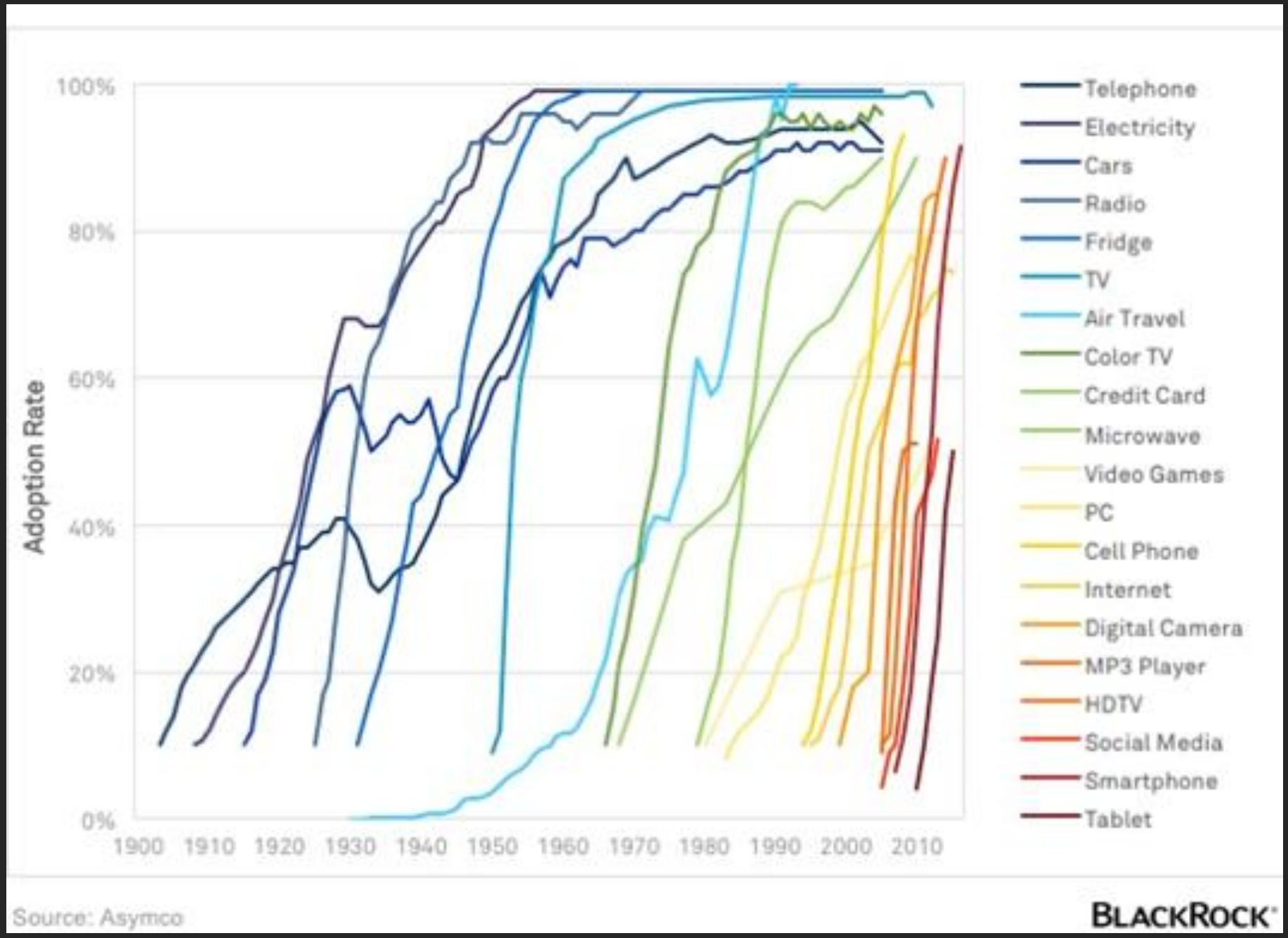
	Learn	Collaborate	Invest
Objective	Gather **insights** about industry trends relevant to you and shape your innovation strategy	Leverage **external innovation** potential, explore wider search fields and growth options	Get **financial exposure** in disruptive and new business opportunities and M&A pipeline

Be the innovation ecosystem to create the future of finance

Magic happens when startups & corporates come together

02.

Why innovate?

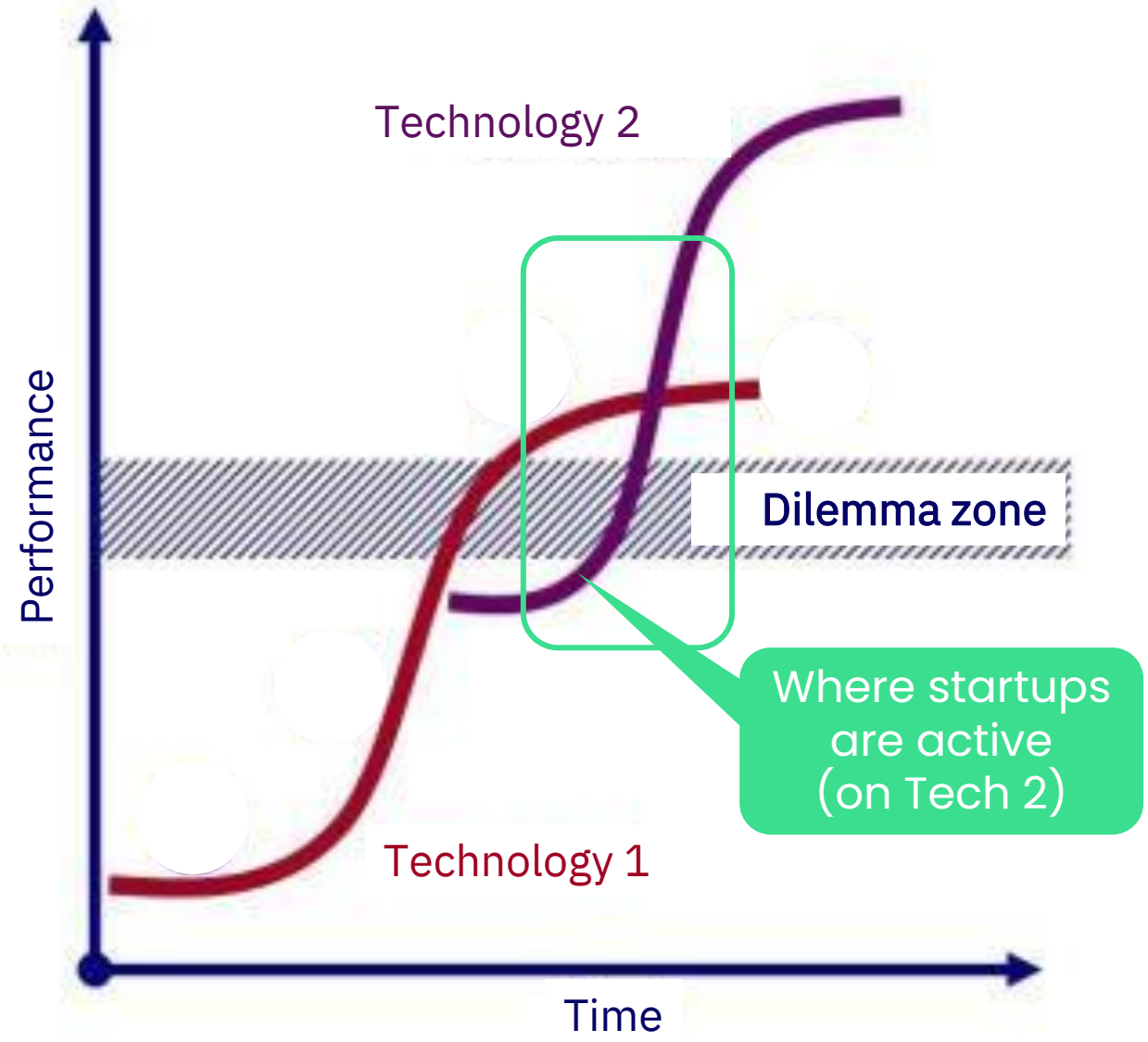

100%
80%
60%
40%
20%
0%
Adoption Rate
1900
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010
Telephone
Electricity
Cars
Radio
Fridge
TV
Air Travel
Color TV
Credit Card
Microwave
Video Games
PC
Cell Phone
Internet
Digital Camera
MP3 Player
HDTV
Social Media
Smartphone
Tablet
Source: Asymco
BLACKROCK

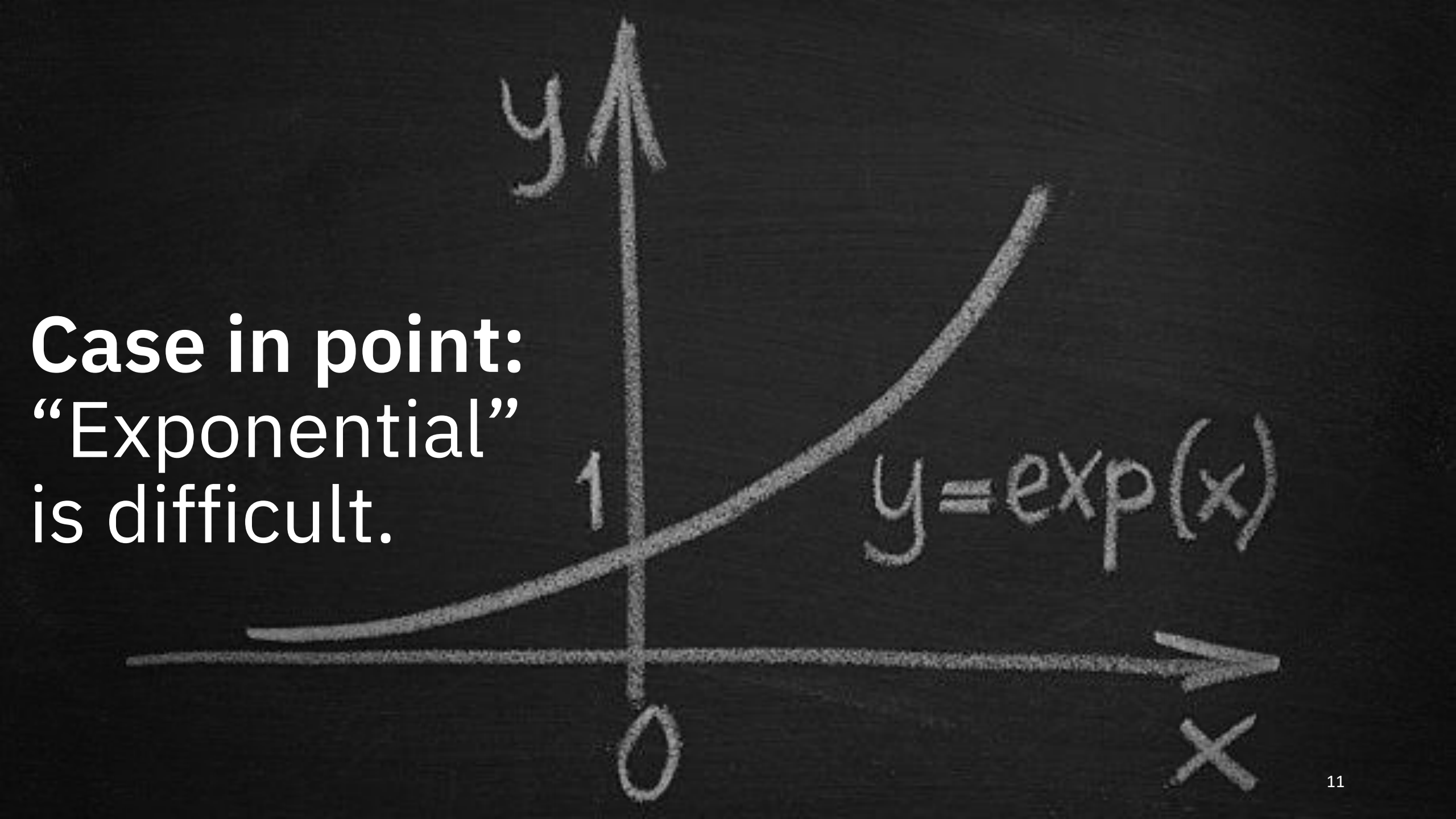
New technologies
are inferior in the beginning.

However, ...

with exponential growth
they suddenly outperform.

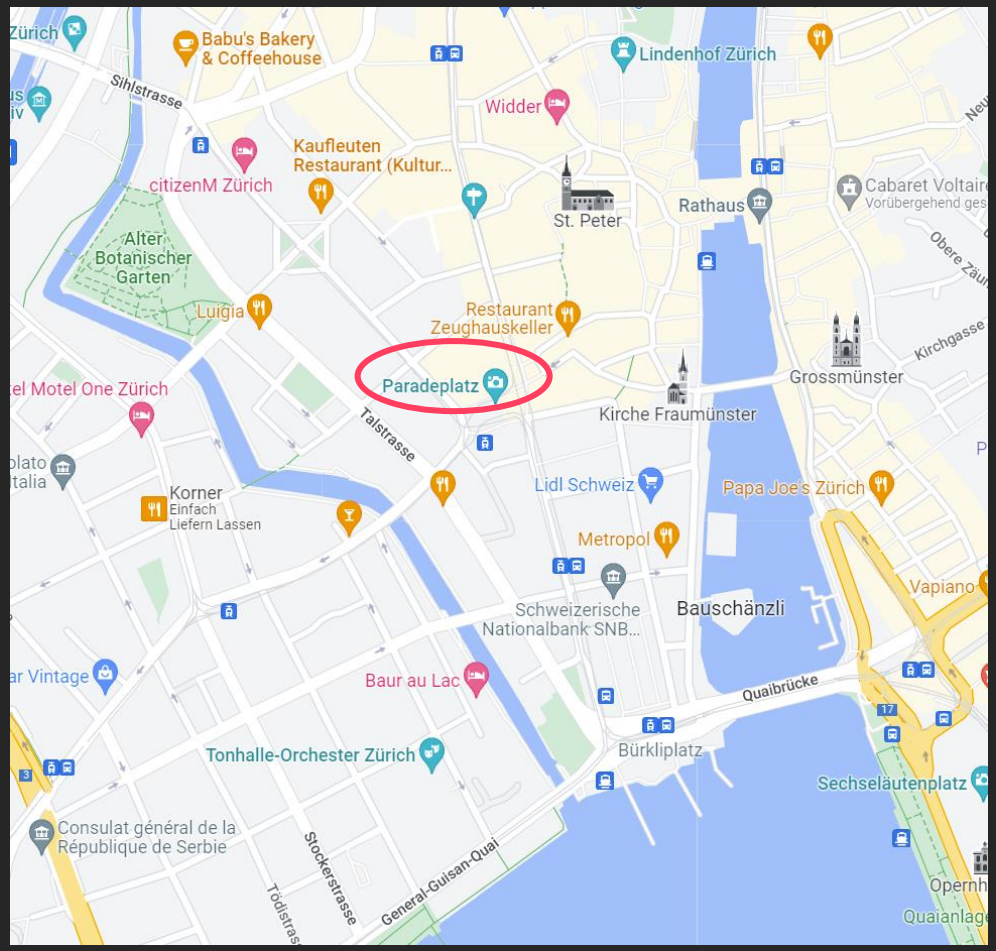
Innovator's dilemma
Clayton Christensen





Case in point:
"Exponential"
is difficult.

How far do you get with 30 NORMAL steps?
Starting point in the middle of Paradeplatz. Walking towards the lake.

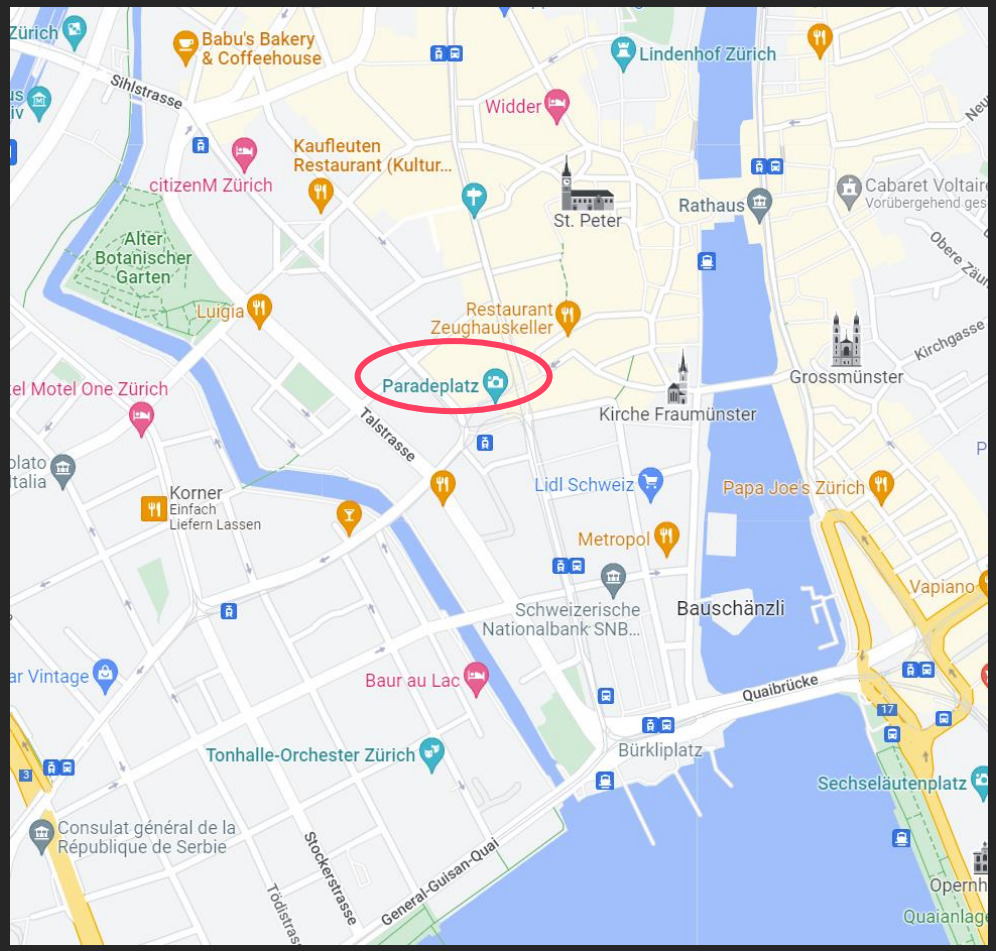


1/ Across the trams-track

2/ To Sprüngli

3/ To Tiffany

How far do you get with 30 NORMAL steps?
Starting point in the middle of Paradeplatz. Walking towards the lake.

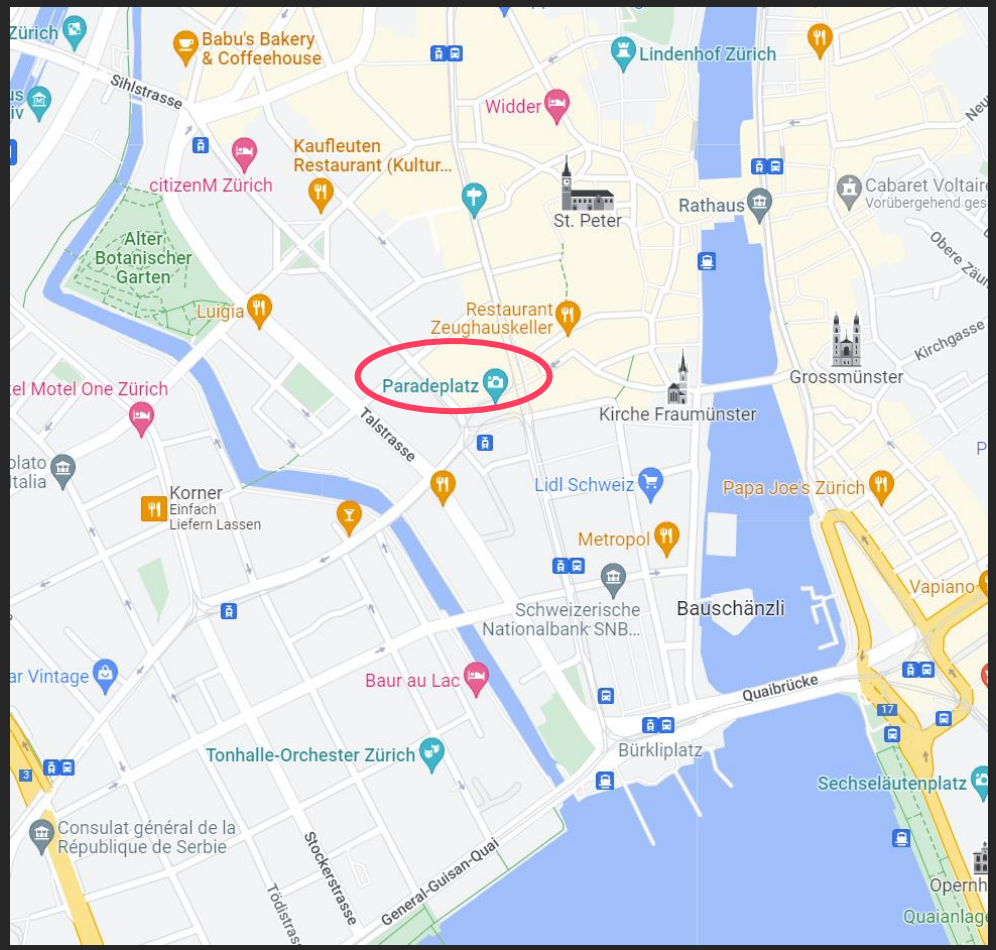


1/ Across the trams-track

2/ To Sprüngli

3/ To Tiffany

How far do you get with 30 EXPONENTIAL steps?
More importantly, how comfortable are you with the estimation?



1/ Into middle of Zurich Lake

2/ To the South pole

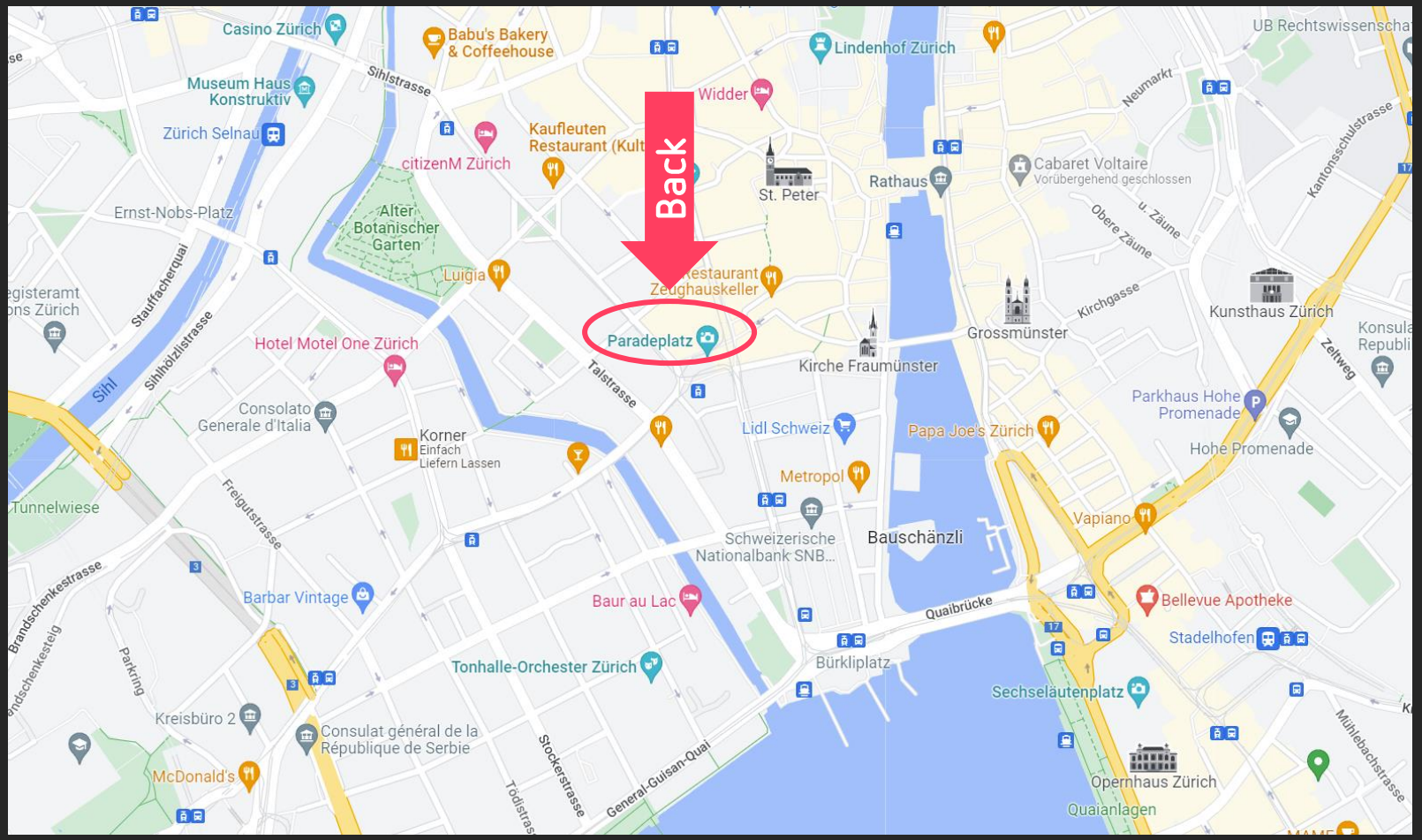
3/ To the moon

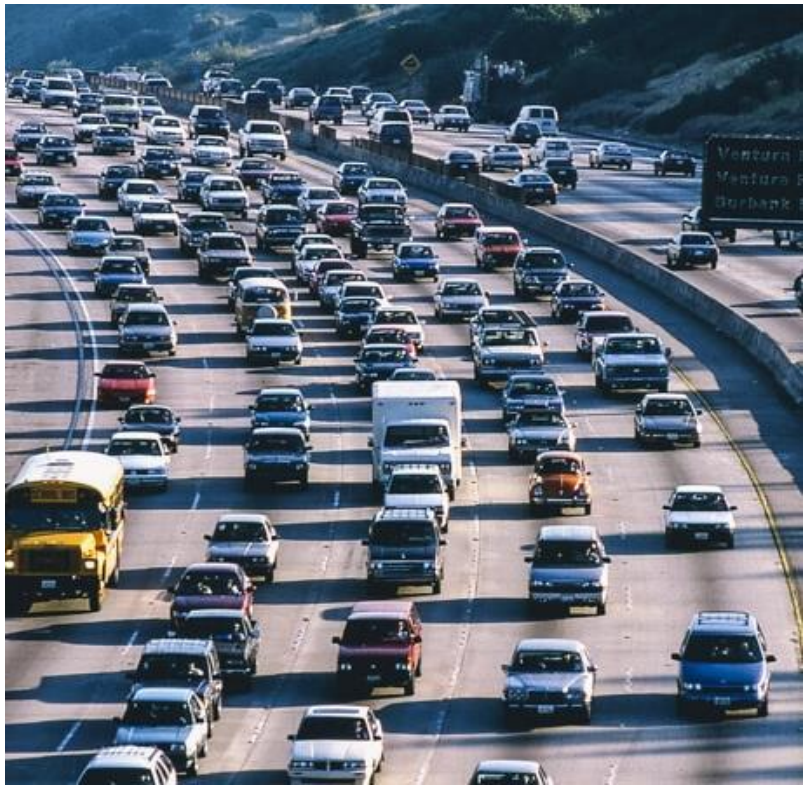
To the moon

Tenity

Bonus question: Where do we end-up with one more step? The 31st?

Yes. Back where we started from.





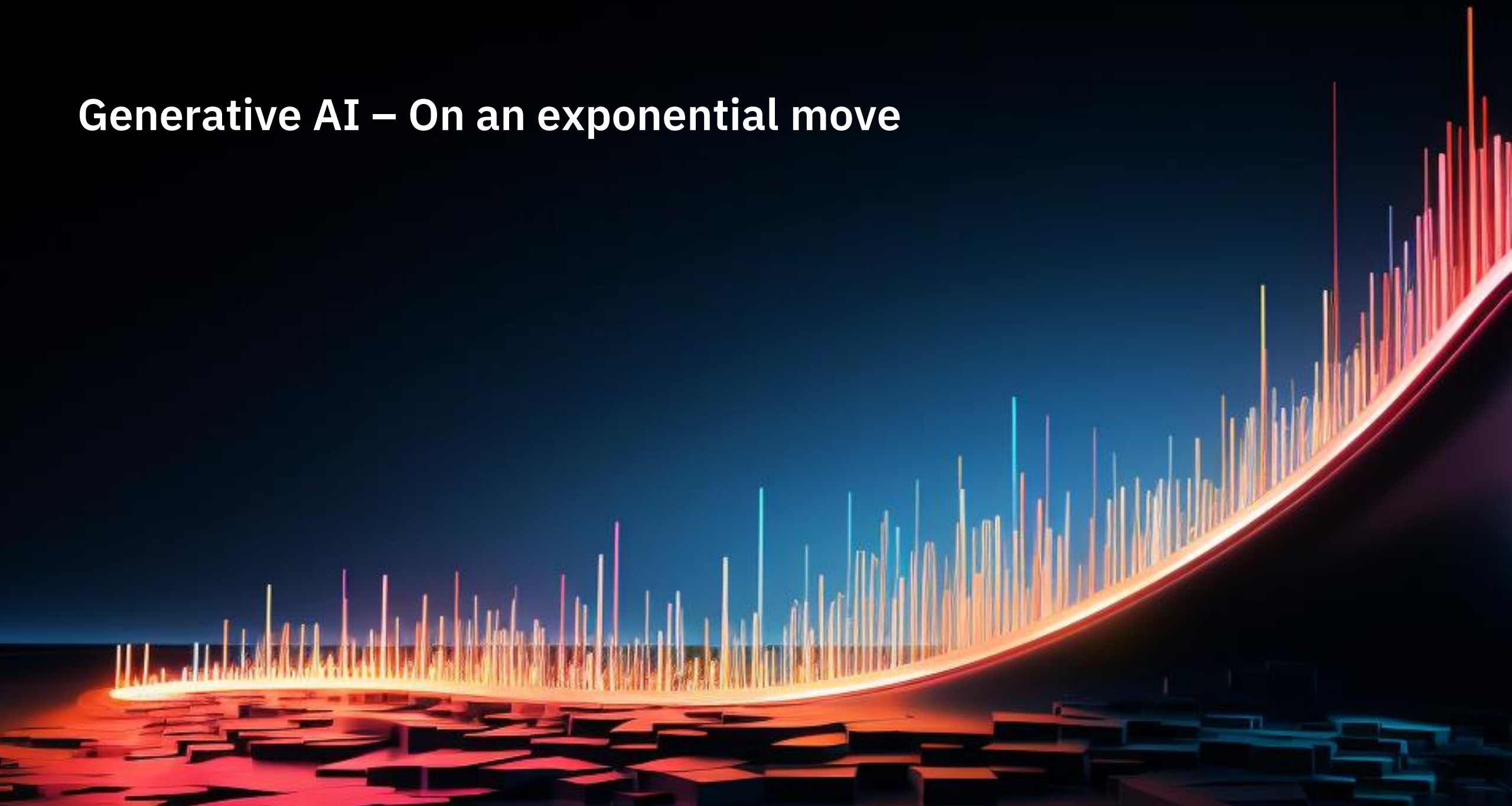
We never had to understand exponential.

... chaos is the result.

03.

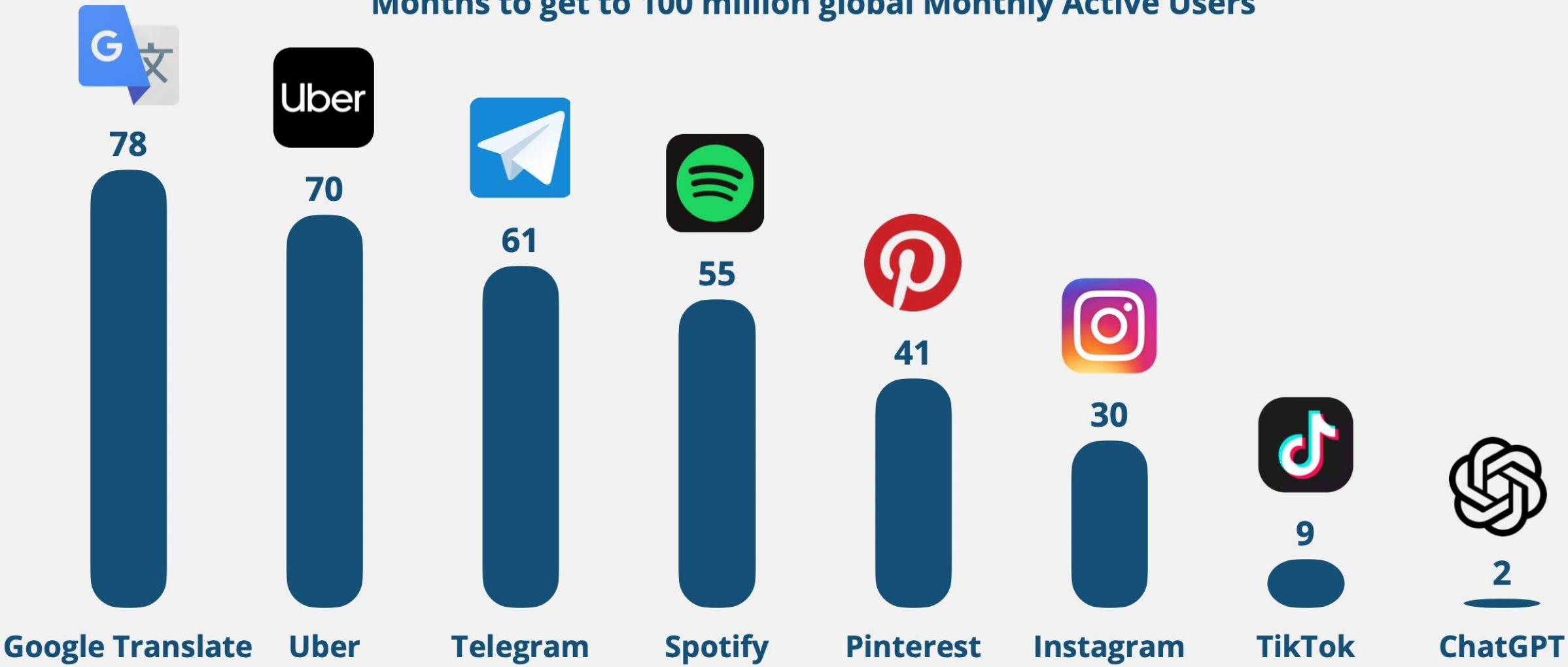
Generative AI

Generative AI – On an exponential move



Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users



Source: UBS / Yahoo Finance

@EconomyApp

APP ECONOMY **INSIGHTS**

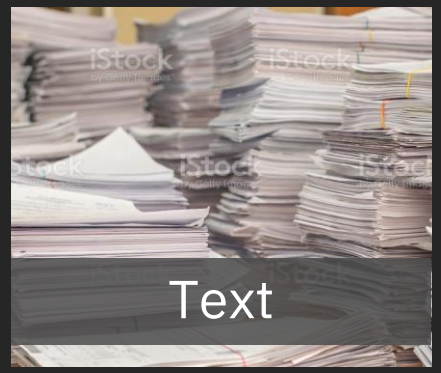
“I think we might reach 90% of online content generated by AI by 2025. So, this technology is exponential”

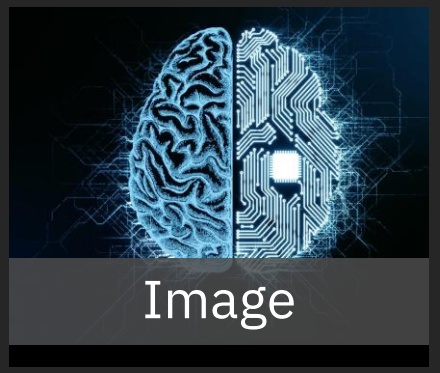
Nina Schick
Gen AI expert and author of the book “Deep Fakes”

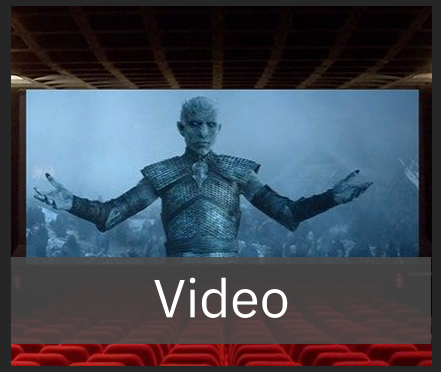
STAR WARS
WES ANDERSON

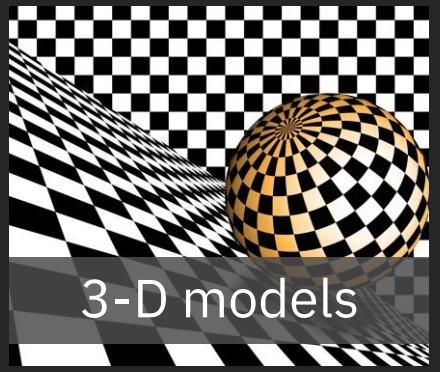
Tenity

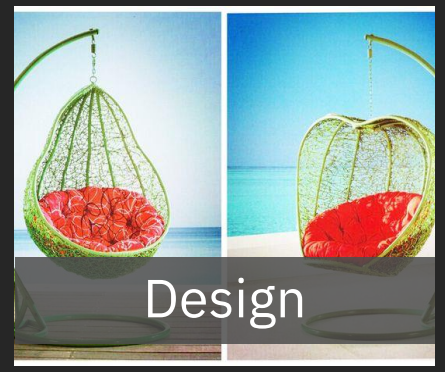
This will affect not just text or images...

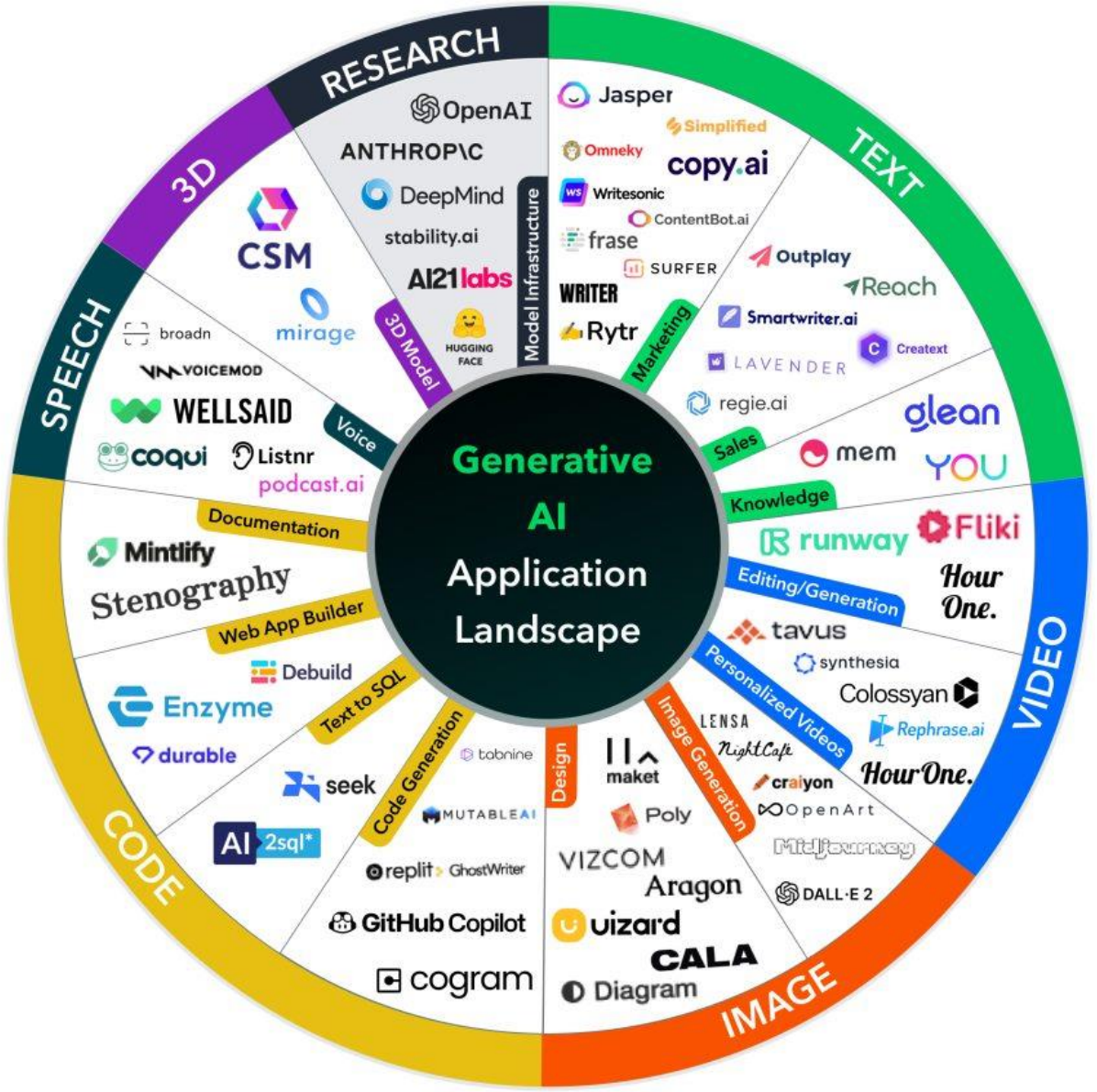












rapidops

The Generative AI Application Landscape v2

A work in progress

Text

MARKETING
copy.ai · Jasper · Writesonic · Ponzu · frase · copysmith · Mutiny · Moonbeam · Bertha.ai · anyword · Hypotenuse AI · Clickable · letterdrop · Simplified · Peppertype.ai · Omneky · CONTENDA

AI ASSISTANTS
Andi · Quickchat

SUPPORT (CHAT/EMAIL)
Cohere · KAIZAN · Typewise · CRESTA · XOXind

SALES
LAVENDER · Smartwriter.ai · Twain · Outplay · Reach · regie.ai · Creatext

KNOWLEDGE
glean · mem · YOU

GENERAL WRITING
Rytr · wordtune · Subtxt · LEX · sudowrite · LAIKA · NovelAI · WRITER · COMPOSE AI · OTHERSIDE AI

OTHER
Character.AI · AI DUNGEON · KEYS

MODELS: OPENAI GPT-3 · DEEPMIND GOPHER · FACEBOOK OPT · HUGGING FACE BLOOM · COHERE · ANTHROPIC · AI2 · GPT-NEOX · GPT-J · AI21 · ALIBABA, YANDEX, ETC.

Video

EDITING/GENERATION
runway · Fliki · Dübverse · Opus

PERSONALIZED VIDEOS
tavus · synthesia · Hour One. · Rephrase.ai · Colossyan · Movio

MODELS: MICROSOFT X-CLIP · META MAKE-A-VIDEO

Image

IMAGE GENERATION
Midjourney · craiyon · WOMBO.AI · ROSEBUD.AI · Lexica · mage.space · KREA · OpenArt · PLAYGROUND · PhotoRoom · alpaca · Nyx · gallery · artbreeder

CONSUMER/SOCIAL
Midjourney

MEDIA/ADVERTISING
SALT · THE CULTURE DAO

DESIGN
Diagram · VIZCOM · Poly · INTERIOR AI · uizard · Aragon · maket · CALA

MODELS: OPENAI DALL-E 2 · STABLE DIFFUSION · CRAIYON

Code

CODE GENERATION
GitHub Copilot · replit GhostWriter · tabnine · MUTABLE.AI

TEXT TO SQL
AI 2sql* · seek

WEB APP BUILDERS
Debuild · Enzyme · durable

DOCUMENTATION
Mintlify · Stenography

OTHER
excel formulabot

MODELS: OPENAI GPT-3 · TABNINE · CODEGEEX

Speech

VOICE SYNTHESIS
RESEMBLE.AI · broadn · WELLSAID · coqui · podcast.ai · descript overdub · Fliki · Listnr · REPLICA · VOICEMOD

MODELS: OPENAI

3D

3D MODELS/SCENES
mirage · CSM

MODELS: DREAMFUSION · NVIDIA GET3D · MDM · APPLE ML

Other

MUSIC
SPLASH · Mubert · Aiva Technologies · Endel · boomy · Harmonai · SONIFY

GAMING
AI DUNGEON

RPA
Adept · māyā

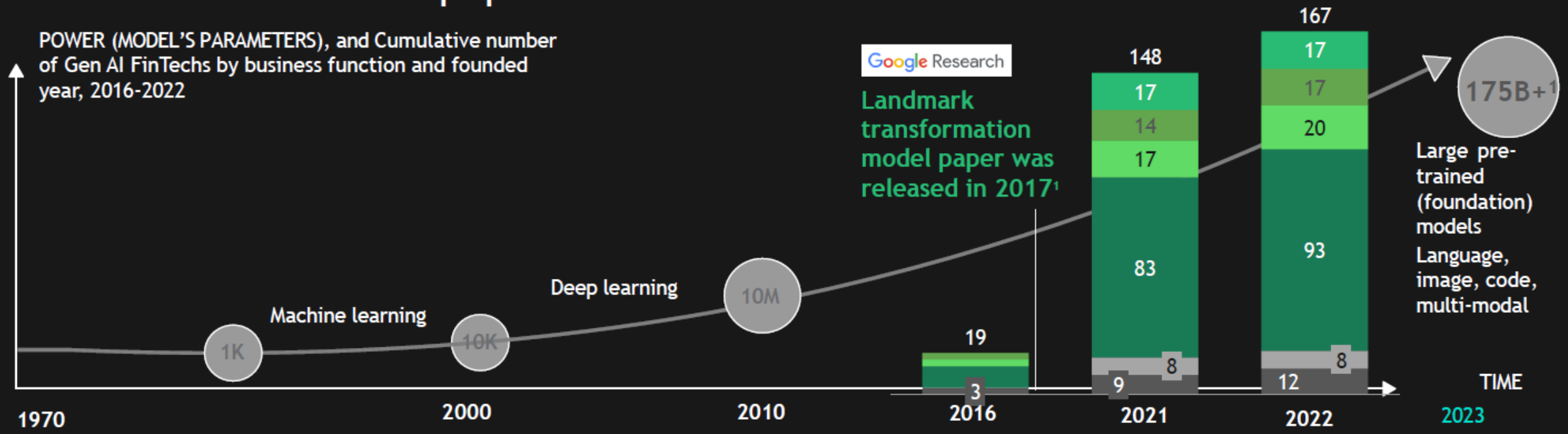
AI CHARACTERS/AVATARS
Character.AI · inworld · The Simulation · OASIS

BIOLOGY/CHEMISTRY
Cradle

VERTICAL APPS
Harvey

MODELS: OPENAI JUKEBOX

89%+ of GenAI companies have been founded since Google's landmark transformation model paper was released in 2017



What made LLMs possible?

Large pre-trained models is a new paradigm for building AI systems

01 Breakthroughs in algorithm development: transformer architecture, self-supervised and transfer learning

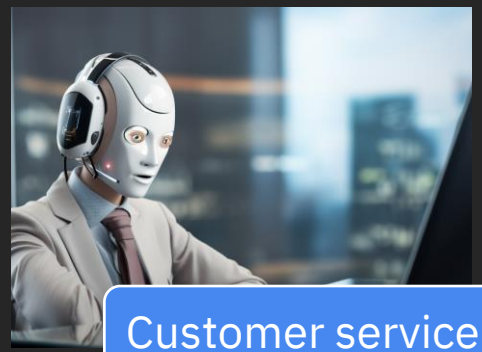
02 Availability of large volumes of various types of data, including text and images for model training

03 Significant increase in available computational power and reduced cost

Legend: Foundational AI | Fine-tuned AI (*Platform solutions*) | Customer Sup. | Marketing & Sales | Product Dev. | Sup. Functions (*Business solutions*)

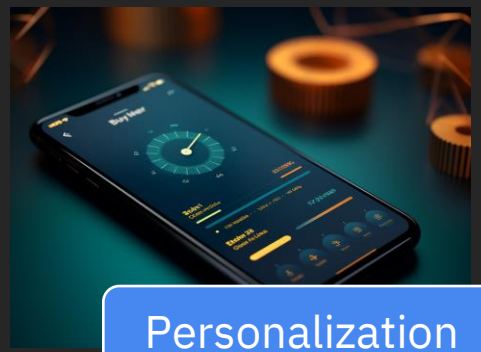
1) Transformer is a deep learning model. Transformers were introduced in 2017 by a team at Google Brain, transformers allow training on larger datasets which led to the development of pretrained systems like original GPT (generative pre-trained transformer)

Selected use cases for the Financial Services industry

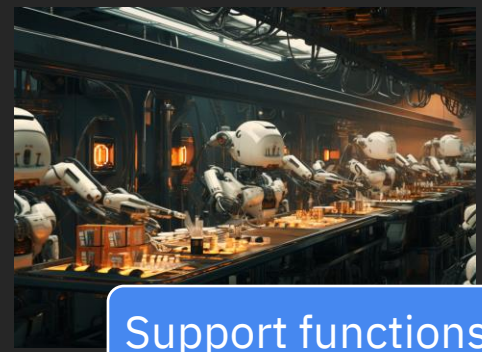


Customer service

Fraud detection



Personalization



Support functions

May 2023- Rapidly evolving space- we expect more GenAI FinTechs to emerge that address use cases along specific FI verticals

Deep Dive | GenAI Business Solutions currently target mainly four areas across the banking value chain

BCG BOSTON CONSULTING GROUP

Gen AI startups current target areas

☆ Use cases currently targeted by GenAI startups

Time to Impact

1. Marketing & Sales

Identifying and acquiring new customers

- ☆ Creative content and collateral development, including personalization
- ☆ Customer segmentation and sentiment analysis
- ☆ Web/app landing page personalization (content, visual assets)
- Client acquisition chatbots for warming leads, engagement
- Sales training for simulating client conversations

Onboarding

Customer document and information validation

- Intelligent document processing
- Document synthesis for financial product approval & review
- Suggest tailored product offerings based on uploaded data
- Initial fact find for a new clients
- Chatbot assistance during onboarding

2. Product development

Creation of a unique financial services product

- ☆ Supportive programming, developing, and documentation
- Synthetic data for customer profiles and model training
- Helping users discover financial products tailored to their needs
- Pricing and fee optimization
- Identification of emerging product trends to support product teams
- Scanning data to influence creation of innovative & hyper-personalized financial products & features

Financial Advice

Generating recommendations with research and analysis

- Investment reports and research synthesis
- Support RMs / FAs for client interactions with memos, analytics, performance monitoring
- Synthesized, tailored reports for customer distribution based on individual interests
- Performance Monitoring & Optimization across Client Portfolio's with Automated Notifications

3. Advisor & Customer Support

Relationship management and customer service

- Support in the drafting of memos, analytics, etc.
- ☆ Customer service support interface and chatbot
- ☆ Policy/contract monitoring and synthesis
- ☆ Knowledge base search
- ☆ Chat/email monitoring to suggest course of action for "toxic" conversations

Risk & Compliance

Identification and management of potential risks

- Knowledge Database for Legal Teams
- KYC checks & synthesis creation
- AML monitoring & document creation
- Compliance monitoring and documentation creation
- Data privacy & transaction monitoring

4. Supporting Corporate Functions

Additional supporting corporate functions (e.g., Human Resources)

- Code review & auditing
- Synthetic data generation & use for test cases
- Knowledge management and analysis
- ☆ Memo writing

Source: BCG analysis and BCG Fintech Control Tower

“There are going to be two kinds of companies at the end of this decade: Companies that are fully utilizing AI and companies that are out of business. And it’s going to be that black or white.”

Peter Diamandis
Cofounder and executive chairman of Singularity University

It’s more important than ever to be prepared. As individual and as a company.
#lifelonglearning

Happy to connect

Tenity

Marc Hauser

Head Europe & Managing Partner

marc.hauser@tenity.com
linkedin.com/in/marcoliverhauser