



Elsen





Massive Complexity. Incredibly Simple.

UBS Future of Finance Challenge, North America Finals
7 & 8 November, 2017



Who is Elsen?



**ELSEN IS THE PLATFORM-AS-A-SERVICE COMPANY
FOR LARGE FINANCIAL INSTITUTIONS**

**ALLOWING ANYONE TO EFFORTLESSLY HARNESS
VAST QUANTITIES OF DATA TO SOLVE THE MOST
COMPLEX PROBLEMS**



The current state-of-affairs



\$12.5B
Market
Opportunity

David Blackwell, (former) head of client analytics, at UBS Wealth Management, estimated in the study that as much as 70% of analysts' time can be spent on managing raw data, cleaning it and preparing it for analysis.

“This means that only a fraction of analyst work-hours is left to extract insights and guide strategic decisions,” he added.

Quote Source: Bloomberg Blog: Fund Managers to Increase Spend on Data Analytics, April 2017;
Economic Intelligence Unit Study, September 2016.



What is Elsen's solution?

CLOUD PLATFORM FOR INSTITUTIONS TO CREATE AND RUN POWERFUL FINANCIAL APPLICATIONS

HUGE LIBRARY OF PREMIUM DATA SOURCES
Cloud platform for institutions to create and optimize financial data

HIGH PERFORMANCE DATA PROCESSING
Purpose built for financial data processing

INTELLIGENCE FROM DATA
To unlock solutions previously



Elsen nPlatform – a more efficient and profitable experience

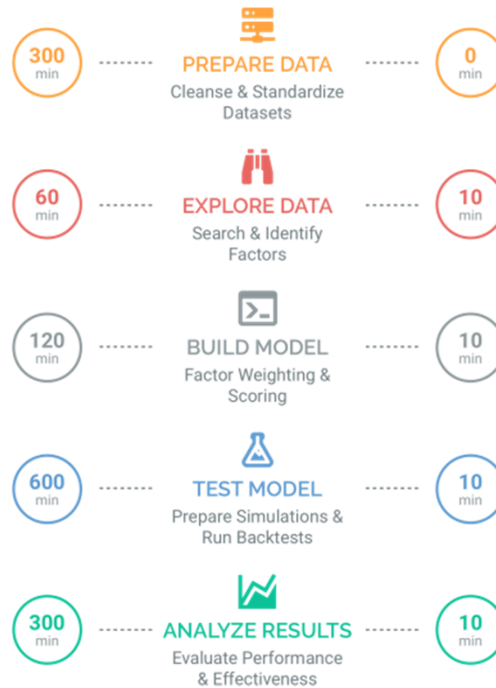


GARY'S LIFE TODAY

Piecemealing Code & Technology Together



23
HOURS



WITH ELSEN nPLATFORM
35x FASTER!

40
MINUTES

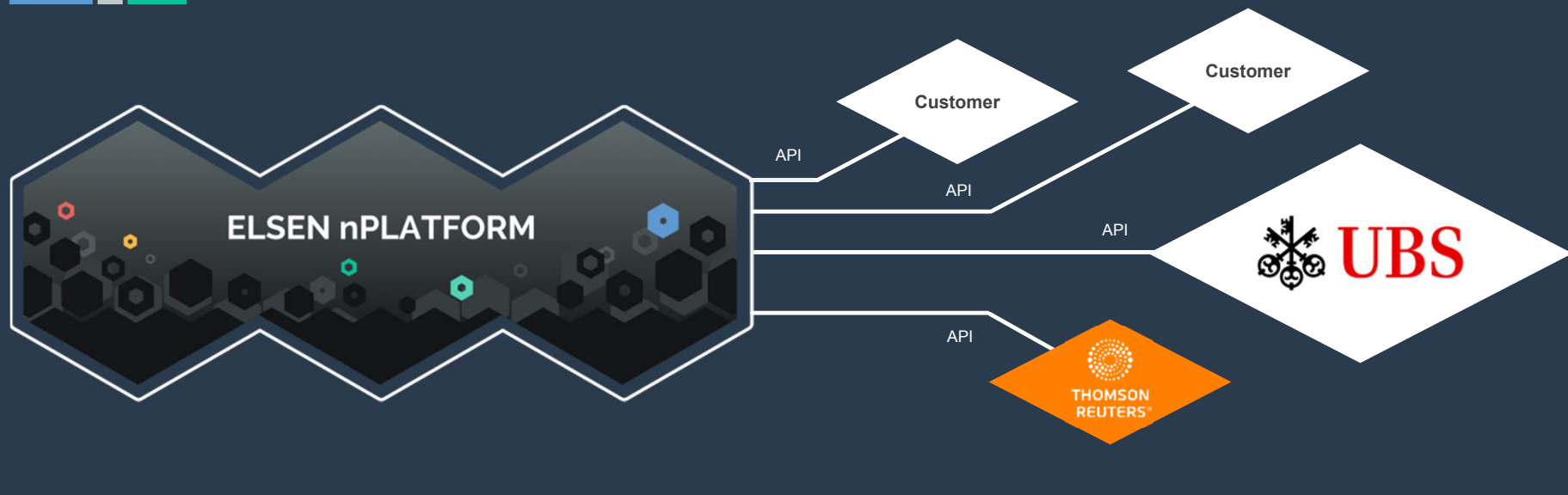
Some current client workflows

- Factor Analysis
- Portfolio Rebalancing
- Customer Insight Analytics
- Performance Reporting

just to name a few!



'Plug and Play' excitement with the Elsen nPlatform



The Elsen nPlatform can bring UBS:

- Cost Savings
- New Revenue Streams
- Machine Learning + Analytics
- Utilize your Biggest Asset – Data!



Who are the people behind Elsen?

MANAGEMENT

Founded in 2014 | Boston HQ



ZAC SHEFFER
CEO



JIM COMSTOCK
COO



JANE HOOD
CMO



RYAN JOHNSON
CPO

CORPORATE EXPERIENCE

IBM, American Express, Credit Suisse, Thomson Reuters, EMC, Sun Microsystems, MasterCard

TECHNOLOGY EXPERTISE

Haskell, PostgreSQL, Angular.js, Rust, Elm, Massively Parallel Processing, Machine Learning, Amazon Web Services, Various Open Source Libraries

INVESTORS



HYPERPLANE VENTURE CAPITAL

Boston-based Early Stage
AI / Big Data Firm



BOSS SYNDICATE

Founders backing founders in Boston
Bret Siarkowski / Ryan Moore



JACK KLINCK

Previously EVP at State Street



BILL ELCOCK

Previously CEO at Batterymach

ADVISORS



CRAIG WOODWARD

Previously Global Head of Asset
Management at Thomson Reuters



JEFF LINDSEY

Previously BlackRock



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