

Censpot Trading

Sapiens



Problem-

You don't understand your client



Current analysis focus
on **biased** structured data

Statistic + Survey
→ *Investment portfolio*

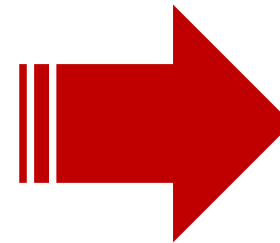
20%



Clients' life **neglected**

Conversations
Social media feed
Media

80%

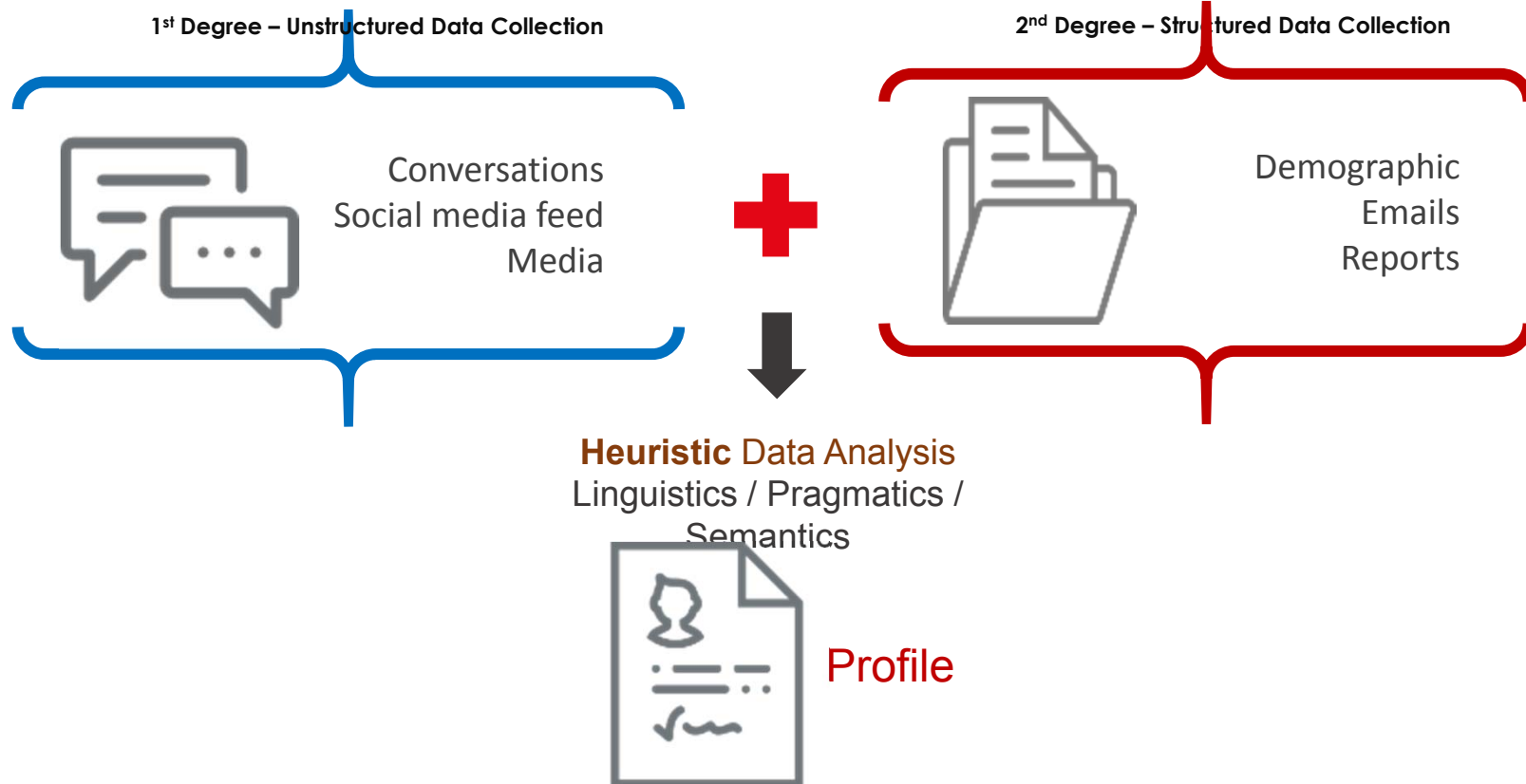


Wrong Advice

Solution -

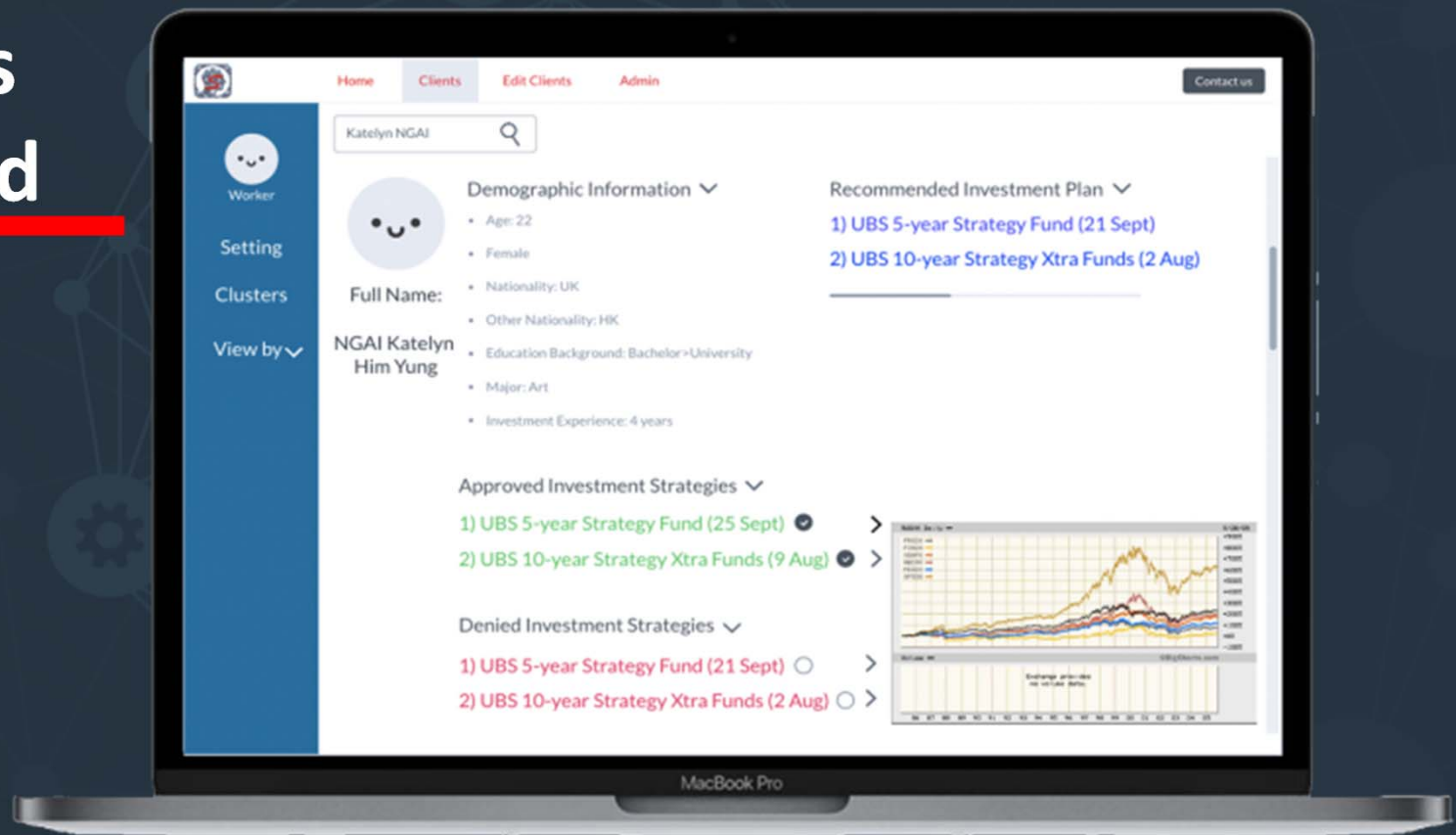


Create portfolio of individuals & entities

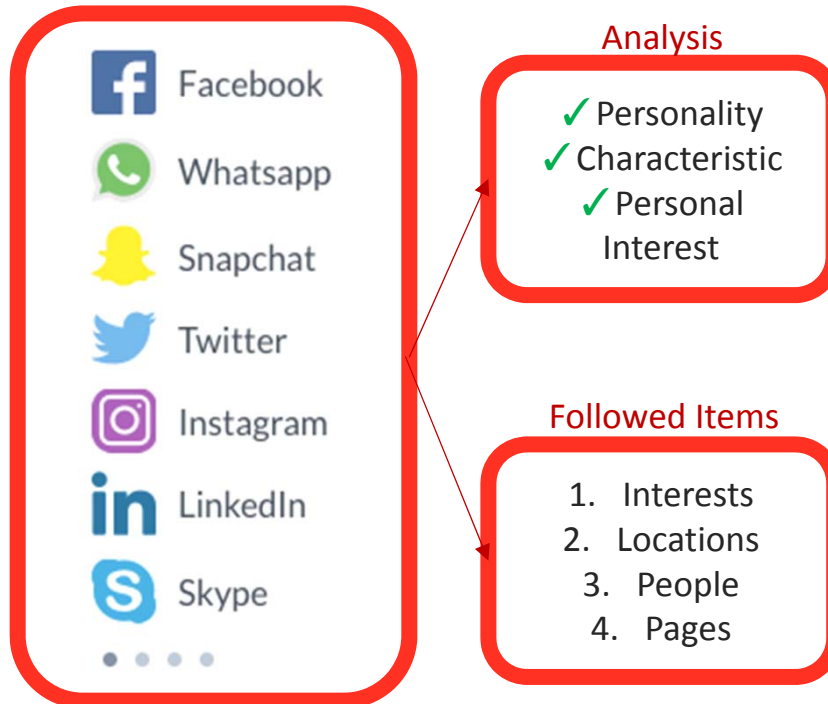


Product:

2) Sapiens Dashboard



What UBS Doesn't know



What UBS knows

Client Associate

- Understanding clients' personality
- Level Preposition

CRM

Comparing with the current investment portfolio

- Targeted instant advice
- Know more about your client
 - Sell more products

Other Function & Aspects

- ✓ Analysis of Entities/Corporation
- ✓ Integration with other players
(Amazon/eBay) → Consumer Behaviors
- ✓ UBS Research

Competitive Analysis



Competitors	魔羯智投	有魚智投	Aqumon	Sapiens	Human mind
Investment Experience	✓	✓	✓	✓	✓
Structured data	✓	✓	✓	✓	✓
Automatic Investment Management	✗	✗	✓	✓	✓
Unstructured data (e.g. Psychological Behaviour)	✗	✗	✗	✓	✓
Synergetic error elimination	✗	✗	✗	✓	✓

Plan



Capture data

Completed in
2016 (Q2)



Structure data

Completed in
2017 (Q1)



Process data

Prototype Ready
Q3 - 2017



Robotic advisors

Future Plan

Cooperation with **experts:** *Linguists*
Data analyst
Psychologist

Support and Mentoring: *UBS Future of Finance (APAC)*
HKSTP Incubation (HK)
HKSTP Elevator Pitch (HK)
UoB Fintech Lab (SG)



Co-founder – Research and Planning
 Mr. Kelven LIT, BA (Hons) Language Studies
 Research Ass / HKU
 Founder / JPMorgan’s accelerated startup *Censpot*
 Com. Mem. / HKGCC



Co-founder – Technical Development
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