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December 2024

Innovating FinTech: Leveraging AI for Transformative Financial Solutions



About myself

Masters Degree in Marketing.

I have been working in FinTech for 14 years. Total experience in marketing is 20 years.

Worked in: sports betting, online trading, binary options, crypto startups, financial brokers.

I started my career from the very bottom and currently manage a team of 32 people.

ANDREI ALEKSEEV

CMO at Weltrade

This is me, holding the Best Broker in Asia 2023 award.



Content

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Innovations in Customer Support

1. AI agents
2. Chat Bots
3. Feedback

Benefits

1. Faster than humans
2. More accurate
3. Always online 24/7

The image shows a website for AI-first tools for support agents. At the top, there is a navigation menu with 'Product', 'Resources', and 'Pricing'. On the right, there are links for 'Contact sales', 'Sign in', 'View demo', and a 'Start free trial' button. Below the navigation, there is a teal badge that says 'For support agents'. The main headline reads 'AI-first tools for more efficient agents'. To the right of the headline, there is a paragraph: 'Maximize agent productivity with a complete, easy-to-use inbox featuring Fin AI Copilot, tickets and built-in phone.' Below this paragraph are links for 'Fin AI Copilot', 'Inbox', 'Tickets', and 'Phone'. At the bottom of the main content area, there are two buttons: 'View demo' and 'Start free trial'. The bottom half of the image shows a screenshot of a chat interface. On the left is a 'Your inbox' sidebar with a list of messages. The main chat window shows a conversation with 'Samir Jones' where the customer says 'Customer wasn't able to process a refund through the app.' and 'I bought a product from your store, but was recently gifted something similar. I was wondering if I could return it for a refund?'. The AI Copilot responds with a helpful message: 'We understand that sometimes a purchase may not meet your expectations, and you may need to request a refund. The easiest way to request a refund is directly through the app in the Orders section.' The background of the chat interface is a colorful, abstract illustration of a cityscape and a hot air balloon.

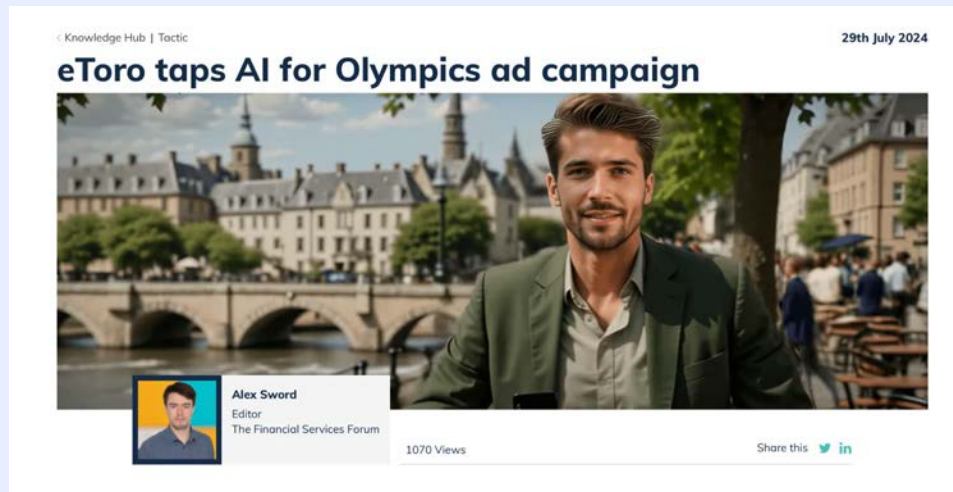
AI & Dealing infrastructure

1. AML
2. AI helps balance the order book and avoid a lack of liquidity.
3. AI tracks suspicious trading activity and price manipulation.
4. AI tracks fraud. Transfers from one account to another, bonuses fraud. Group fraud (analyze location, devices, IP addresses).



Content & Creatives

1. Many brokers have already completely switched to AI-generated content.
2. eToro - texts, translations, pictures, are made using AI.
3. The Ad campaign for the Olympic Games was 95% done using AI.
4. Rootstocklab - all pictures, and text are made using AI.
5. Educational ad campaign about Bitcoin was made using AI.



Customer Activation and Retention / Libertex

1. Trading signals
2. Trading ideas.
3. Weekly digests.
4. Monthly reports.

The image displays two screenshots of the Libertex trading platform interface, illustrating customer activation and retention features.

Left Screenshot: Lab Section

The 'Lab' section features a navigation bar with 'All instruments', 'Search', 'Trades', 'News', 'Lab', and 'Crypto Miner'. Below the navigation bar, there are several trading ideas and signals:

- [Crypto] Signals from AI [Every 4 hours]**: Risk probability: ★★★, Potential profit: +15%
- [ChatGPT] Best to trade now**: Risk probability: ★★★
- Dollar gains on Trump tariffs threat**: Risk probability: ★★★
- Bitcoin & Ethereum**: Risk probability: ★★★
- Libertex analysts' choice for today**: Risk probability: ★★★
- Most likely candlestick reversal patterns**: Risk probability: ★★★
- Strong support and resistance**: Risk probability: ★★★

The main area displays three trading ideas with their respective details:

- XTZUSD**: Price 1.580, Amount \$200, Multiplier x10
- ENJUSD**: Price 0.33340, Amount \$150, Multiplier x10
- FILUSD**: Price 6.9200, Amount \$150, Multiplier x10

Right Screenshot: Results of the previous week

The 'Results of the previous week' section shows a table of performance metrics for various instruments:

Instrument	Change	Instrument	Change	Instrument	Change
NG	+18.72%	TF	+5.28%	XAUUSD	+2.18%
BABA	-7.05%	SUGAR	-3.74%	EURUSD	-1.1%

Below the table, there is a text summary of the week's market performance:

Last week, US indices attempted to start moving up again but failed to start a strong rally. A new round of geopolitical escalation acted as a restraining factor. In addition to that, US Federal Chairman Jerome Powell once again made clear that the country's central bank doesn't need to urgently cut interest rates again, which restrained indices' rise.

Amidst these factors, the US dollar looks fairly stable. It saw the strongest growth against the euro and pound sterling. This isn't surprising, however, since macroeconomic reports for Eurozone countries and the UK reflected a significant deterioration in the economic situation. That's why both the euro and pound look like outsiders compared to the dollar.

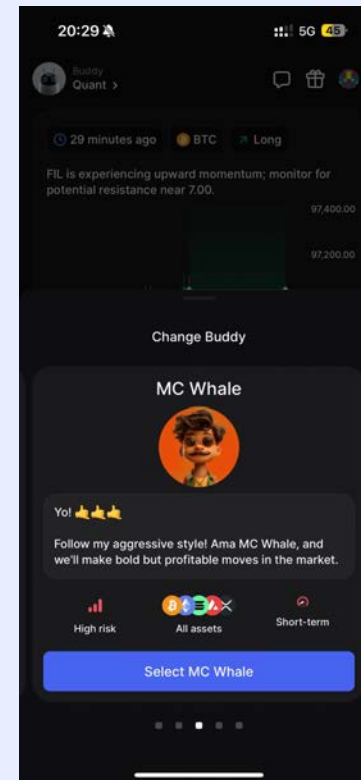
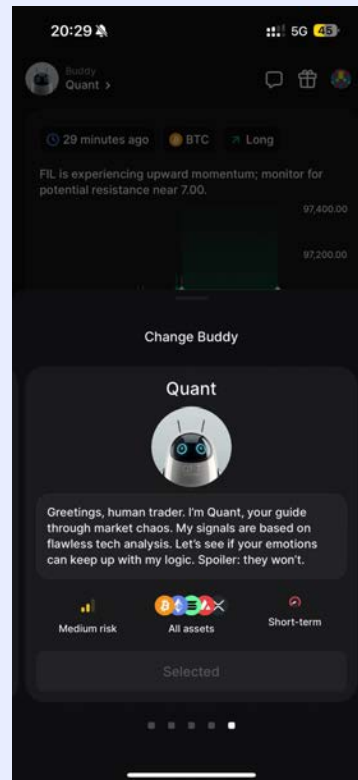
Brent crude oil prices found support at \$70.70. They couldn't dip lower than that before they began to rise again. In terms of fundamental factors, the rise in energy prices was driven by the escalation in the geopolitical arena, which raised fears of disruptions in oil supplies.

Key events of the current week

Event	Date	Start	Forecast	Prev	Importance
US Federal Reserve meeting minutes	26.11	19:00	-	-	High

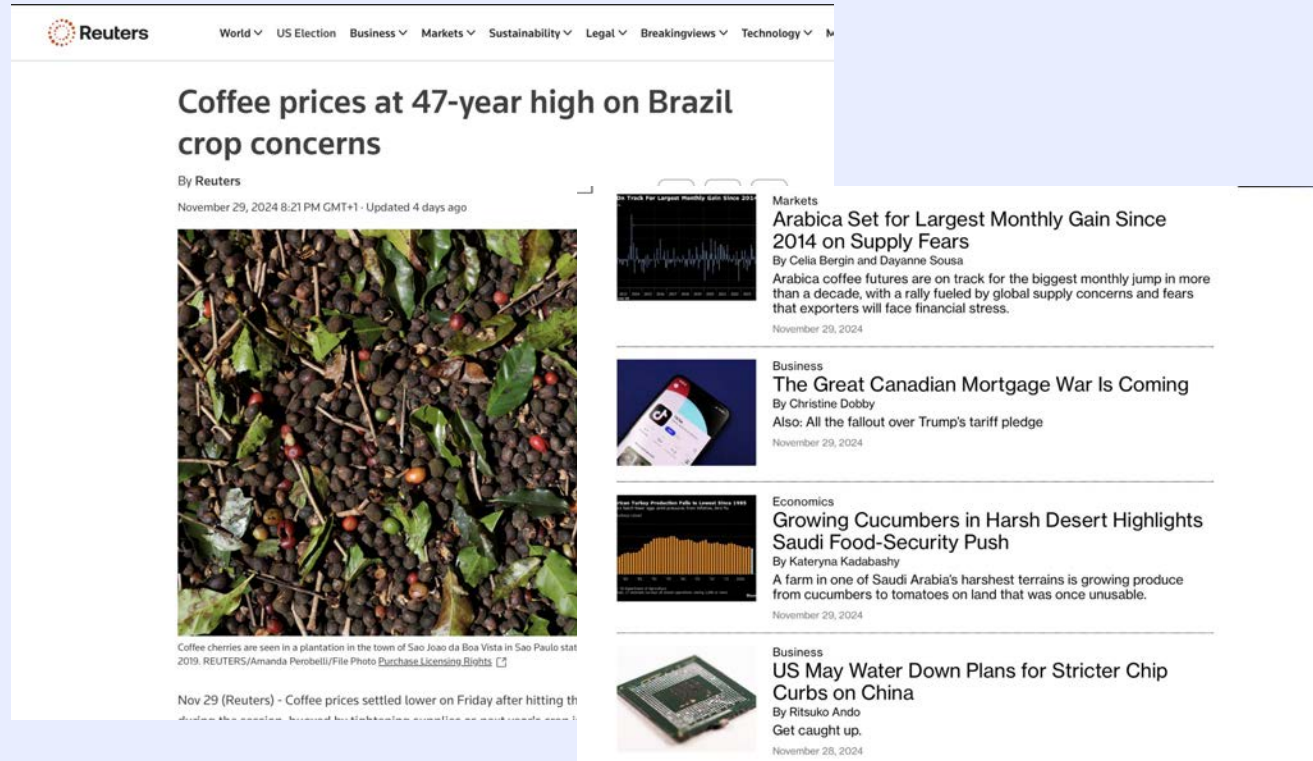
Customer Activation and Retention / Walbi

1. 5 different buddies.
2. Different assets.
3. Different strategies.
4. Different risks.



The future of AI in FinTech / Bloomberg & Reuters

1. AI research
2. Big data analysis
3. AI based forecasts
4. Price predictions




The screenshot displays the Reuters website interface. At the top, the Reuters logo is on the left, and navigation menus for 'World', 'US Election', 'Business', 'Markets', 'Sustainability', 'Legal', 'Breakingviews', and 'Technology' are on the right. The main article is titled 'Coffee prices at 47-year high on Brazil crop concerns' by Reuters, dated November 29, 2024. It features a large image of coffee cherries. To the right, a sidebar contains three news items: 'Arabica Set for Largest Monthly Gain Since 2014 on Supply Fears' (Markets), 'The Great Canadian Mortgage War Is Coming' (Business), and 'Growing Cucumbers in Harsh Desert Highlights Saudi Food-Security Push' (Economics). A fourth item, 'US May Water Down Plans for Stricter Chip Curbs on China' (Business), is partially visible at the bottom of the sidebar.

Reuters World US Election Business Markets Sustainability Legal Breakingviews Technology

Coffee prices at 47-year high on Brazil crop concerns

By Reuters
November 29, 2024 8:21 PM GMT+1 · Updated 4 days ago



Markets
Arabica Set for Largest Monthly Gain Since 2014 on Supply Fears
By Celia Bergin and Dayanne Sousa
Arabica coffee futures are on track for the biggest monthly jump in more than a decade, with a rally fueled by global supply concerns and fears that exporters will face financial stress.
November 29, 2024

Business
The Great Canadian Mortgage War Is Coming
By Christine Dobby
Also: All the fallout over Trump's tariff pledge
November 29, 2024

Economics
Growing Cucumbers in Harsh Desert Highlights Saudi Food-Security Push
By Kateryna Kadabashy
A farm in one of Saudi Arabia's harshest terrains is growing produce from cucumbers to tomatoes on land that was once unusable.
November 29, 2024

Business
US May Water Down Plans for Stricter Chip Curbs on China
By Ritsuko Ando
Get caught up.
November 28, 2024

Nov 29 (Reuters) - Coffee prices settled lower on Friday after hitting th...

What's Next

1. Unique interface
2. Customizable platform
3. Trading bots





Thank you

