

Powering Organic Growth with Data-Derived Insights

Finlocity Broker-Dealer Forum 2023
Jonathan Avidan, TIFIN Wealth



**“AI will not replace the financial advisor.
However, advisors who do not use AI will
be replaced by advisors who do.”**

— Dr. Vinay Nair, Founder & CEO of TIFIN

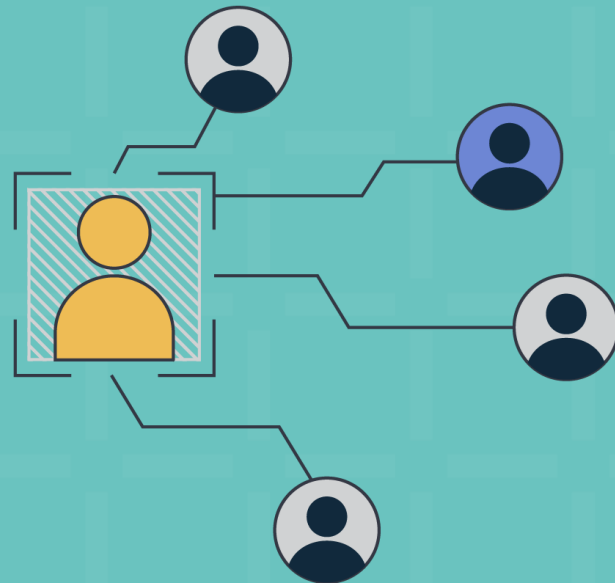


Precision AI for Organic Growth

Driving organic growth is a challenge for most wealth management firms. That's where our expertise in data and AI comes in.

TIFIN Wealth helps wealth management firms bring more individuals into the world of advice through data collection and algorithmic intelligence.

We use precision AI and custom-developed algorithms to unlock organic growth for wealth enterprises and their advisors.





Uncovering Hidden Growth Signals Through Data Science

Our Data Science capabilities combine your firm's proprietary with third-party data sources across millions of individuals to help identify conversion and growth opportunities.

Our Most Popular Data Science Packages



Prioritize Prospects

Create look-a-like models to find which prospects most resemble existing client benchmarks



Asset Consolidation

Identify opportunities to consolidate a larger proportion of clients' assets

Prioritize Prospects

← BACK

Data Science

Dashboard

Identify Life Stages

Prioritize Prospects

Growth Opportunity Clients

1. Initialize Algorithm

2. Select Purchased Prospects to Analyze

3. Customize

4. Results

Select the prospects you'd like to analyze

The selected Prospects prospects will be compared against your desired benchmark pool.

Purchased Prospects

25 Prospects Selected

Search for a name...

Laura Adkins

Stephen Albert

Christina Aljoulani

Patrice Alston

Kellie Amaro Test

Larry Arenas

Bob

| <input checked="" type="checkbox"/> | Name | Home Value | Est. Investable Assets | Age |
|-------------------------------------|---------------------|------------|------------------------|-----|
| <input checked="" type="checkbox"/> | Laura Adkins | \$272 | - | 65 |
| <input checked="" type="checkbox"/> | Stephen Albert | \$1K | - | 54 |
| <input checked="" type="checkbox"/> | Christina Aljoulani | - | - | 63 |
| <input checked="" type="checkbox"/> | Patrice Alston | \$545 | - | 31 |
| <input checked="" type="checkbox"/> | Kellie Amaro Test | - | - | |
| <input checked="" type="checkbox"/> | Larry Arenas | \$363 | - | 50 |
| <input checked="" type="checkbox"/> | Bob Barker | - | - | |
| <input checked="" type="checkbox"/> | Dianne Bell | \$394 | - | 93 |

Prioritize Prospects

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Data Science

Dashboard

Identify Life Stages

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Growth Opportunity Clients

1. Initialize Algorithm

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Customize Criteria

Our algorithm uses all available characteristics to identify your most promising Prospects. We rank them by their Priority Score. Use all or deselect characteristics to override the algorithm.

Individual Characteristics

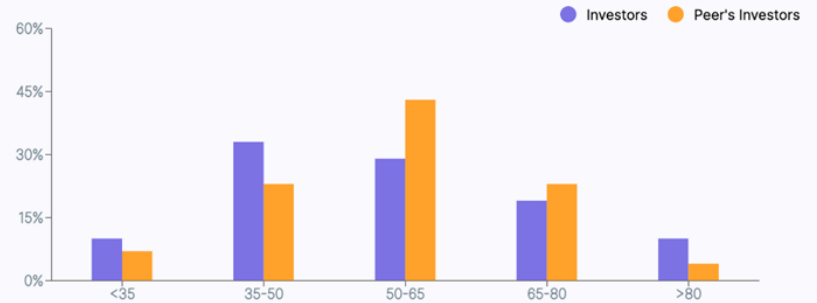
Submit Selections

Selected For Algorithm

- Age
- Income
- Estimated Assets
- Home Value
- Mortgage Paid
- Financial Planning
- Credit Score Proxy
- Future Assets

Percent of Individual Characteristics by Age

Based upon the 21 Individual Characteristics whose data we've found



MA Main Street Advisors
demos@tiffinwealth.com

Prioritize Prospects

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Data Science

Dashboard

Identify Life Stages

Prioritize Prospects

Growth Opportunity Clients

MA Main Street Advisors demos@tifinwealth.com

- 1. Initialize Algorithm
- 2. Select Purchased Prospects to Analyze
- 3. Customize
- 4. Results

Your 21 individuals with potential growth opportunities

Filter Export



George Berdin
andersonken49@yahoo.com

TIFIN SCORE **94%**

| | |
|------------|--------|
| Age | 57 |
| State | |
| Gender | Male |
| Income | \$80K |
| Wealth | \$11K |
| Home Value | \$229K |

[View Details](#)

Patrice Alston
joseph.steph22@gmail.com

TIFIN SCORE **94%**

| | |
|------------|--------|
| Age | 31 |
| State | |
| Gender | Female |
| Income | \$174K |
| Wealth | \$185K |
| Home Value | \$545K |

[View Details](#)

Jean Bodenhamer
williear@yahoo.com

TIFIN SCORE **93%**

| | |
|------------|--------|
| Age | 38 |
| State | |
| Gender | Female |
| Income | \$156K |
| Wealth | \$82K |
| Home Value | \$506K |

[View Details](#)

Prioritize Prospects

| TIFIN SCORE | Name | Age | State | Income | Wealth | Est. Assets |
|-------------|---------------|-----|-------|--------|--------|-------------|
| 93% | Laura Adkins | 65 | | \$68 | \$29 | \$29 |
| 92% | Dean Carhoun | 46 | | \$412 | \$1K | \$1K |
| 91% | Suzann Bunton | 50 | | \$300K | \$1K | \$1K |

Prioritize Prospects

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Data Science

Dashboard

Identify Life Stages

Prioritize Prospects

Growth Opportunity Clients

1. Identify Prospects
2. Select Purchased Prospects to Analyze
3. Create Client Segments
4. Results

Your 21

Bench

Prospect Details

TIFIN SCORE
Top Prospect

93%

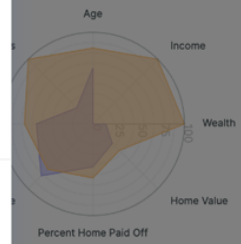
Laura Adkins
78longhorn@gmail.com

Legend: Client Benchmarks (light blue), This Prospect (dark blue)

| | |
|------------------------------|-------|
| Age | 65 |
| State: | |
| Income: | \$68 |
| Wealth: | \$43K |
| Mortgage Paid: | 20% |
| Financial Planning Affinity: | 5% |
| Credit Score Proxy: | 84% |

[View More](#)

Filter Export



Legend: Benchmark Client (blue square), Top Purchased Prospects (orange square)

MA Main Street Advisors
demos@tifinwealth.com

George Berdin
andersonken499@yahoo.com

Patrice Alston
joseph.steph22@gmail.com

Jean Bodenhamer
williear@yahoo.com



Case Study

Uncovering a hidden \$35B+ “Wealth Consolidation” opportunity through growth-focused AI models



Creating Actionable Intelligence

In the initial model output, TIFIN Wealth uncovered a total opportunity size across all clients estimated at **over \$500 billion**.

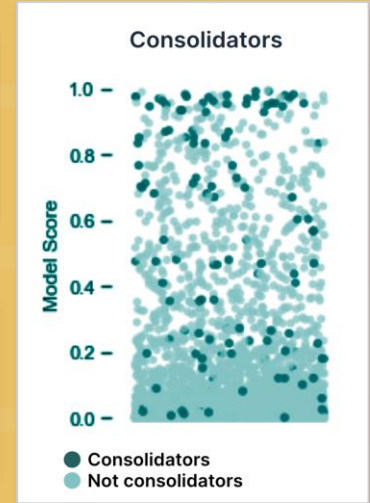
- ~\$35B opportunity using realistic conversion expectations
- 400,000+ CRM records
- 32,000 prioritized leads distilled

Est. \$500B+

(in total opportunity across client assets)

Est. \$35B+

(AUA growth opportunity)





Consolidator uncovered \$35B+ Organic AUA growth opportunity

Phase 1 Results | 6-week Engagement

1. 60% of the prioritized leads were accepted by advisors which led to:
 - **+1.5% increase in AUA**
 - **+\$7.5M in Net New Assets (“NNA”)**
2. 40% of the leads comprised the Control Group, using normal BAU efforts, which saw a:
 - **-1.1% decline in AUA**
 - **(\$3.5M) in asset outflows**

Conclusion: quality leads accepted by advisors resulted in the Firm’s clients consolidating their wealth, while the control group actually lost money during the engagement (assets moved out of the Firm into another external Financial Institution).

Factors to Consider:

- ~2,500 were selected for 6-week pilot
- 1,000 leads acted upon by nearly 70 different advisors

 TIFIN WEALTH

+1.5%↑ AUA

Control Group

-1.1%↓ AUA

Prospect Prioritization with Marketing Automation

Phase 1 Results | 6-week Marketing Campaign

1. Analyzed data from 19K total records:
 - 10K identified using the Prioritize Prospects data science model (**PP**)
 - Remaining 9K were the Control Group (**Control**)
2. Executed an email campaign using TIFIN Wealth Marketing Automation over a 6-week period to attend a webinar.

| Results | | | |
|-----------------|--------|---------|---------|
| | PP | Control | Results |
| Recipients | 10,000 | 9,000 | - |
| Registrants | 165 | 36 | 4.6x |
| Attendees | 51 | 26 | 2.0x |
| Qualified Leads | 65 | - | - |

3. The outcomes using TIFIN Wealth's data science model resulted in:
 - **4.6x more webinar registrations**
 - **2x more webinar attendees**

4.6x

More Webinar Registrations

2x

More Webinar Attendees

65

Qualified Leads

Thank you.

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