



# FROM BOT-PEOPLE TO (RO)BOT-ADVISORY?

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ASCOSIM Robo-Advisor e dintorni

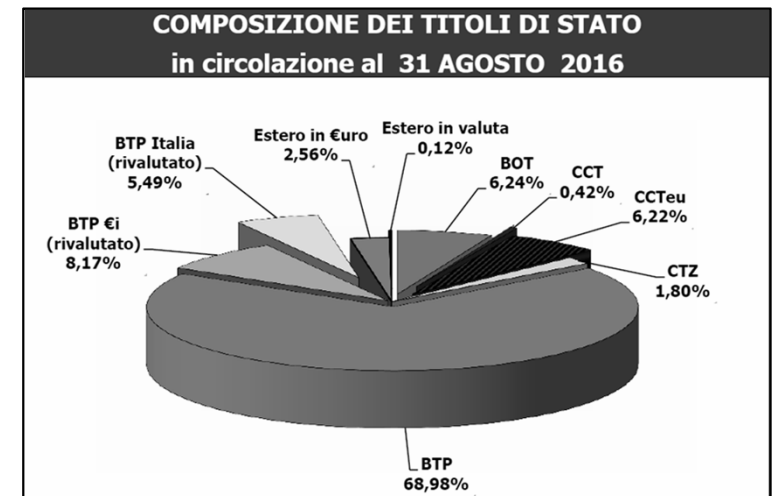
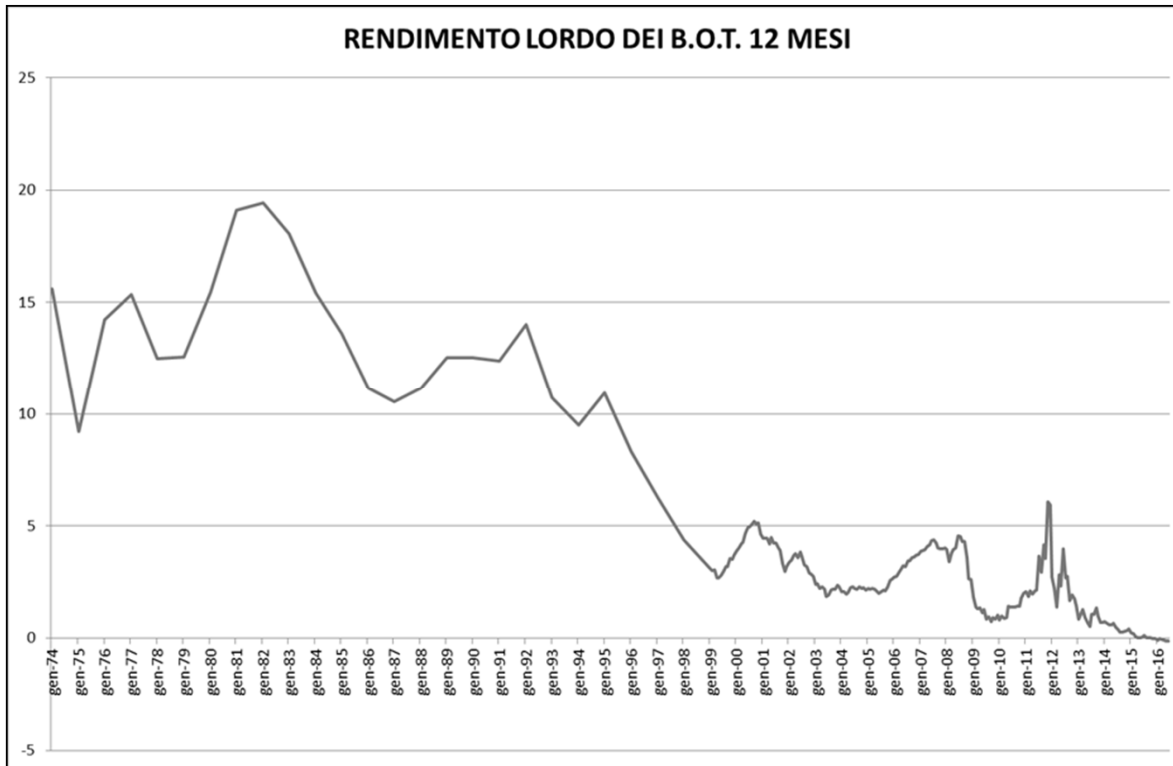
*Milano, September 21st 2016*

# Agenda

#Of Change and unbundling

#Robot, man's best friend?

# #Where have all the BOT-People gone...?



# #Not to Robot Advisors, not yet...

PE HOME NEWS ANALYSIS BREXIT PENSIONS INVESTMENT COUNTRIES TOP 400

HOME > REPORTS > TOP 400 ASSET MANAGERS


## Top 400 Asset Managers 2016: Global assets now €56.3trn

JUNE 2016 (MAGAZINE) BY LIAM KENNEDY

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- Total AUM of the top 400 managers is €56.3trn (2015= €50.3trn; 2014= €42.7trn; 2013= €39.2trn; 2012= €36.3trn).
- European institutional AUM: €8.7trn (up 19.2%)
- European pension AUM: €3.3trn (up 15.6%)
- Increase in AUM of 11.9% over last year's figures.
- BlackRock (€4.4trn) accounts for 7.8% of overall assets.
- Top 10 managers account for a third (33.6%) of all assets.



wealthfront

### Wealthfront - Redwood City, California (Wealthfront, Inc)

Total Assets Under Management	Total Number of Employees	Total Number of Accounts	Average Account Balance
\$4.02 BILLION	130	80,975	\$49,663

# #FinTech startups cover the whole financial services arena...



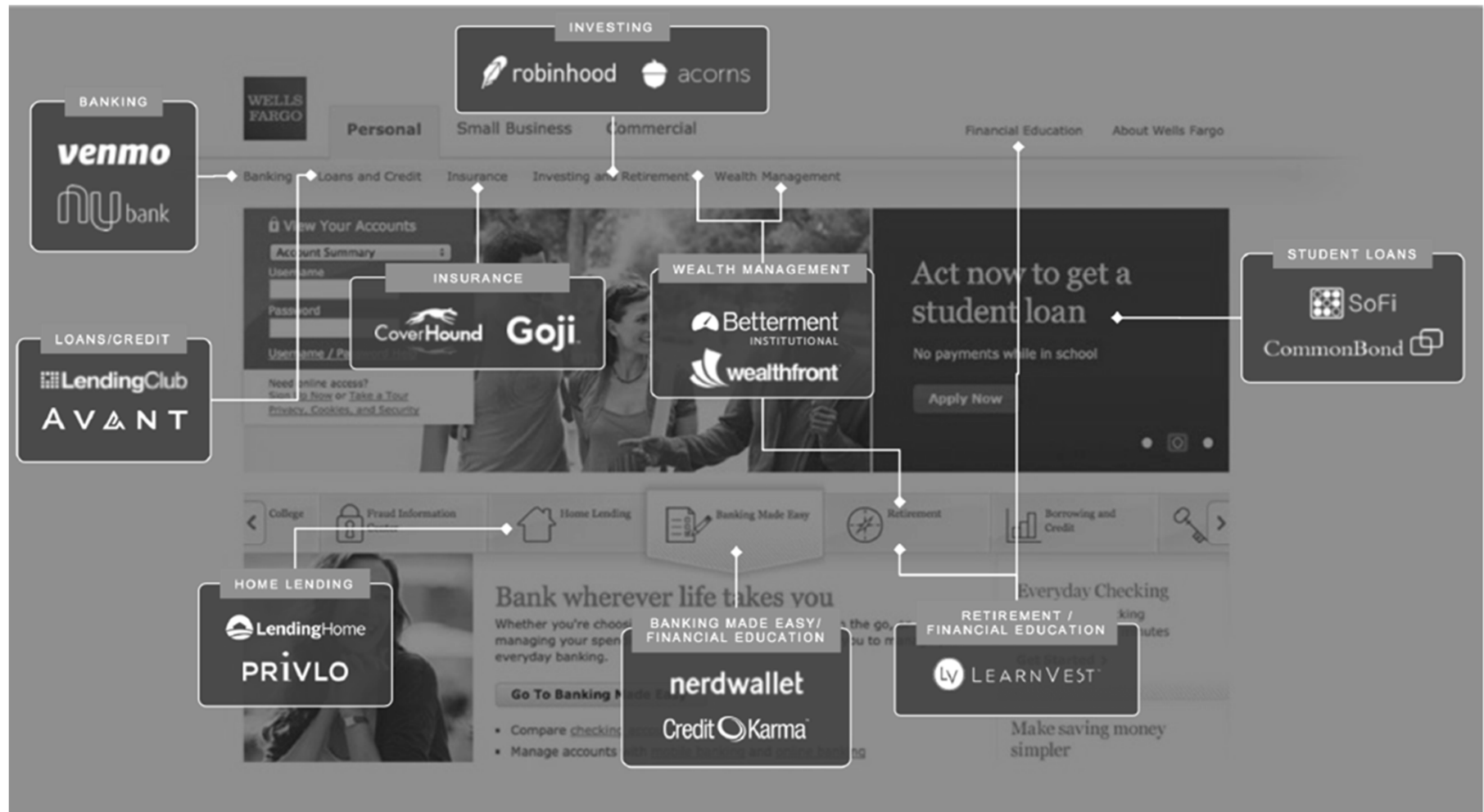
## FinTech

1,000 Companies  
\$12.7B Funding

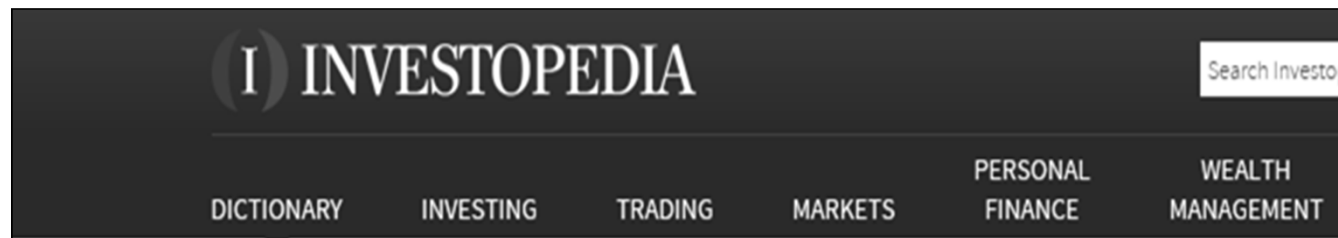
See the updated scan and more:  
[venturescanner.com/scans/financial-technology](http://venturescanner.com/scans/financial-technology)

Venture Scanner

# #And are unbundling the bank



# #Robo-Advisor, business as usual?



## Robo-advisor (robo-adviser)

You may also like: [Five Chart Patterns you need to know...](#)

### DEFINITION OF 'ROBO-ADVISOR (ROBO-ADVISER)'

A robo-advisor is an online wealth management service that provides automated, algorithm-based portfolio management advice without the use human financial planners. Robo-advisors (or robo-advisers) use the same software as traditional advisors, but usually only offer portfolio management and do not get involved in more personal aspects of wealth management, such as taxes and retirement or estate planning.

### **Key words:**

- Online Service
- Automated
- Algorithm-based
- Advice

- **Full-Fledged vs. Advisory Only**

Some platforms provide and manage accounts while others only provide advice on user's existing accounts

- **Automated Platforms vs. Tech-Enabled Human Advisory**

Some platforms offers automated rebalancing and simple discretionary products, while others use live persons as remote advisors

- **Savings, Investments and Lending**

Several platforms automatically harvest microsavings from everyday expenses, or convoy investments into P2P loans

- **B2C vs. B2B2C**

Together with B2C platforms, some new players also offers solutions for financial institutions (Robo-as-a-Service) or for RIA's (Robo-4-Advisors)

- **ETF vs. Complex Products**

A wider range of products is being offered other than traditional ETF and ETC, including passive funds, single stocks, alternative assets, insurance wraps,...


- **Asset Management vs. Wealth Management**

Some players also offer Retirement Products, Tax Harvesting features, PFPs



## #So, Tell Me the Truth!

- **Currently operating over 60 companies worldwide**, with an upward trend
- **\$439M invested in last 1.5 yrs** across 27 funding rounds
- **Wealthfront and Betterment around \$4-5bn AUM**
- **Several incumbents decided to buy/join fintechs focused on Robo advisory**
  - Fidelity-Betterment
  - Schroeders-Nutmeg
  - BlackRock-FutureAdvisor
  - Envestnet-Upside to offer solutions to RIA's
- **Other launched their own services white-labelled**
  - Schwab Intelligent Portfolios
  - Vanguard Advice reinvented

 Why all this frenzy about Robo Advisors

*Source: Tracxn, Web*

# #Please understand me. Customer LOVE is the secret ...

**Figure 5.3 – Knowledge and propensity to seek for robo-advice services**

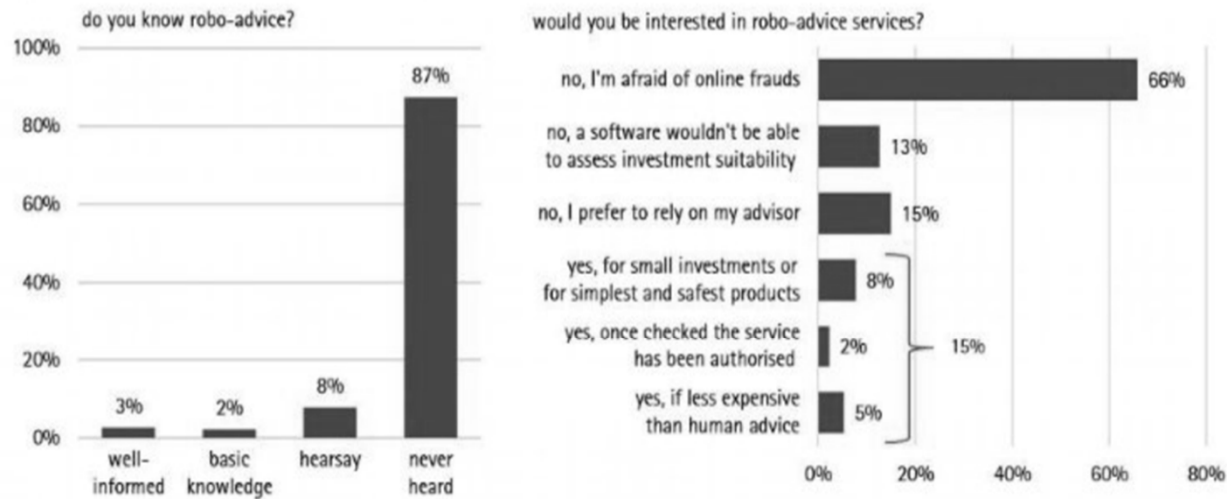


Figure on the left hand side refers to the following question: 'Do you know robo-advice?'. Figure on the right hand side refers to the following question: 'Robo-advisors are web platforms, first developed in the United States and in the UK, typically providing low-cost financial advice on the basis of an algorithm processing information about the investor's profile. Would you be interested in robo-advice?' (multiple answers allowed). Source: calculations on GfK Eurisko data - Observatory on 'The approach to finance and investments of Italian households'.



## **Codice Etico Gruppo Banca Sella**

Alla base della storia del Gruppo Banca Sella c'è sempre stato il rapporto con il Cliente, che rappresenta il presupposto stesso dell'esistenza del Gruppo.

Ogni attività deve essere orientata alla soddisfazione dei bisogni e delle esigenze del Cliente, con cura, attenzione e dedizione. E' quello che noi chiamiamo "Amore per il Cliente", che da sempre guida i nostri comportamenti.



# #But Change and Innovation is a matter of attitude... and CV



1996

Principal Member Visa and MasterCard (only 4 institutes in Italy).

Sella Synergy India was established.



1997

First Home Banking service in Italy.

First e-commerce payment solution in Italy.



1998

Launch of first online brokerage in Italy.



2000

The first in Italy to set a trading order on Fib 30 Derivatives Market.



2008

We designed the first banking app for iPhone.

The bank steps into the Social Networks.



2010

Cartalis launches the prepaid card in co-branding with Paypal and issued by Banca Sella.

After about 3 years, the stock of these cards in circulation exceeds the amount of 1 million.



2013

Launch of mobile payment solutions.  
First Home Banking app on Facebook.

Sellalab is established: R&D lab and accelerator for local business.



2015

HYPETM is the new digital super-brand "powered by" Banca Sella.

Start of Banking Services offering for B2B2C.

