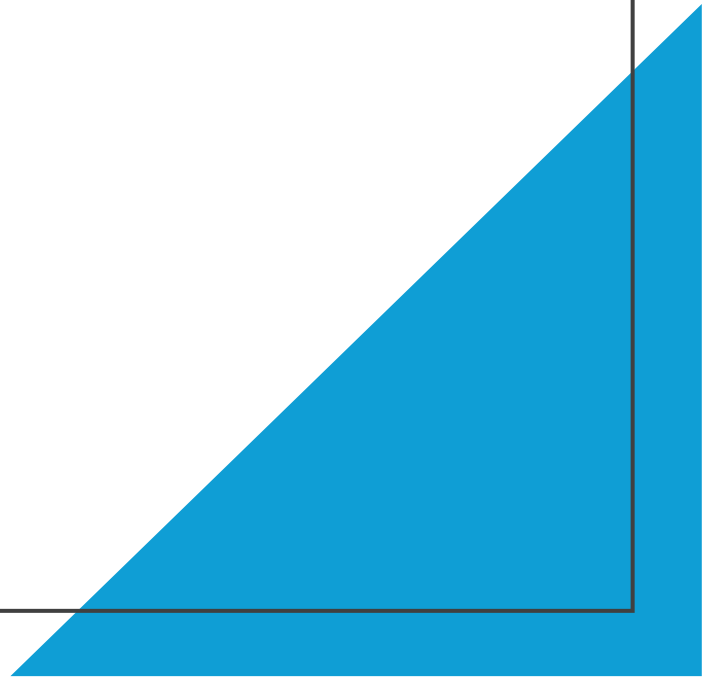


ING



Oskar Vanhanen
Joy Bonofiel
Victor padro



Challenges

Lack of financial knowledge

Building Trust in AI Tools

Providing personalized guidance

Ensuring ethical use of AI and transparent information

Protecting privacy and data security





Short – max 90 seconds per video

Shows the current state of the market

Up-to-date financial news

Interactive quizzes for understanding

Latest trends and innovations in the financial world



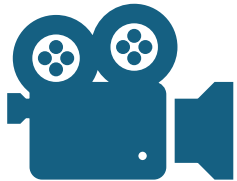
Virtual investment lab

Practice decisions with zero risk

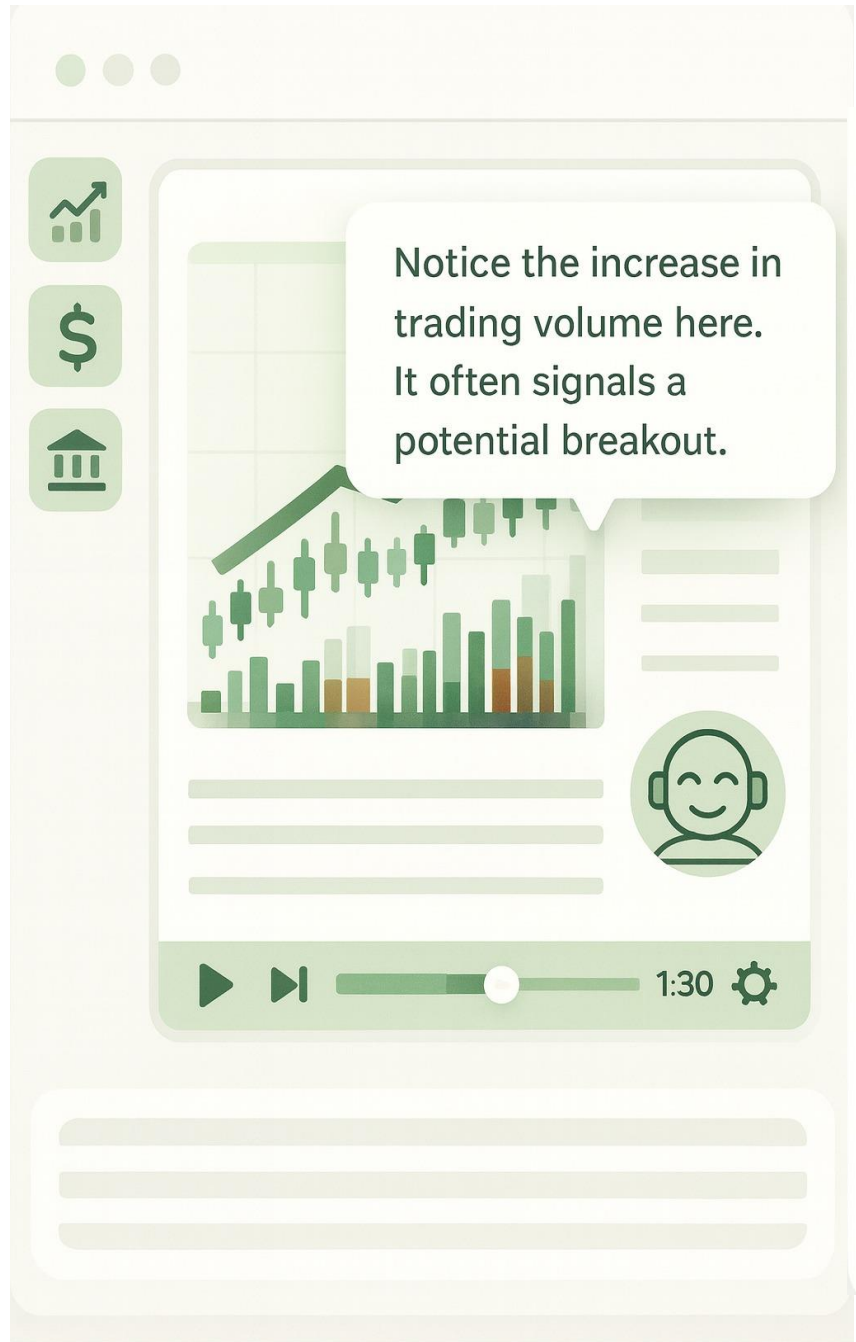
Historical metrics: past trades,
returns, correlations

Inputs Real-time market data:
price, volume, spreads

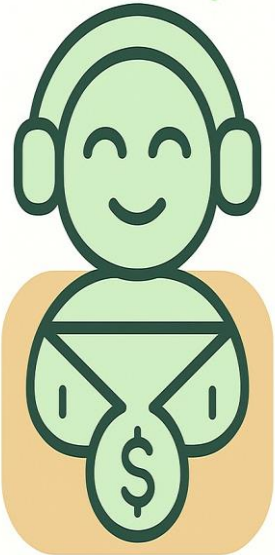
Generated video



First, let me guide you through this stock market chart



What do you think the best investment opportunity after this





Invest with AI



This is the current stock price and its scenarios.

\$153.30

^ 0.72%

Optimistic

65%

\$165

Base

25%

\$153

Pessimistic

10%

\$140



This is the current stock price and its scenarios.



**ING
INSIGHT**

\$153.30

^ 0.72%

Simulate with AI



Scenarios

Optimistic

65%

\$165

Base

25%

\$153

Pessimistic

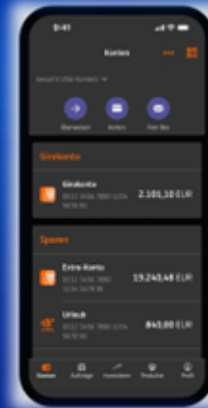
10%

\$140



With the news today, there's a 65% chance stocks will rise.

Implementation



Develop the AI

**Setup interactive
learning modules**

**Combine into the
existing ING app**

**Feedback and improvements,
test audience**

Our vision for the future



Scaling to Education

50% of high schools adopt the "Green Machine" as a certified public learning module



Trust Validation

New features launches with 95% positive feedback and Explicit User Consent

From Trust Builder to Lifelong Financial Partner



Deepened Financial Understanding

We aim for 50% of users to make their first investment and to have an 85% passing score on the video quizzes after 6 months of use

