

GEMIC

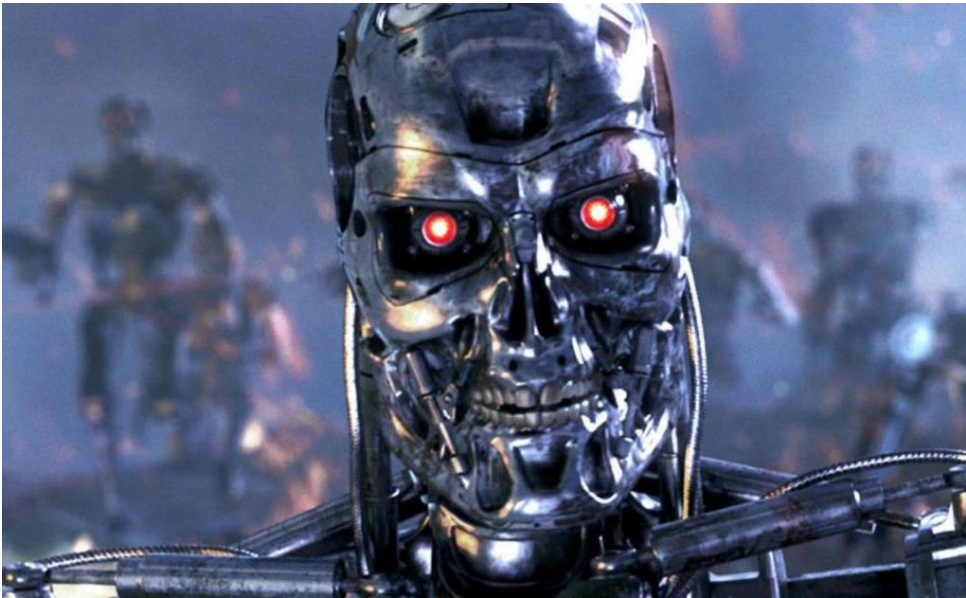
REIMAGINING MARKETS

Fintech and humans

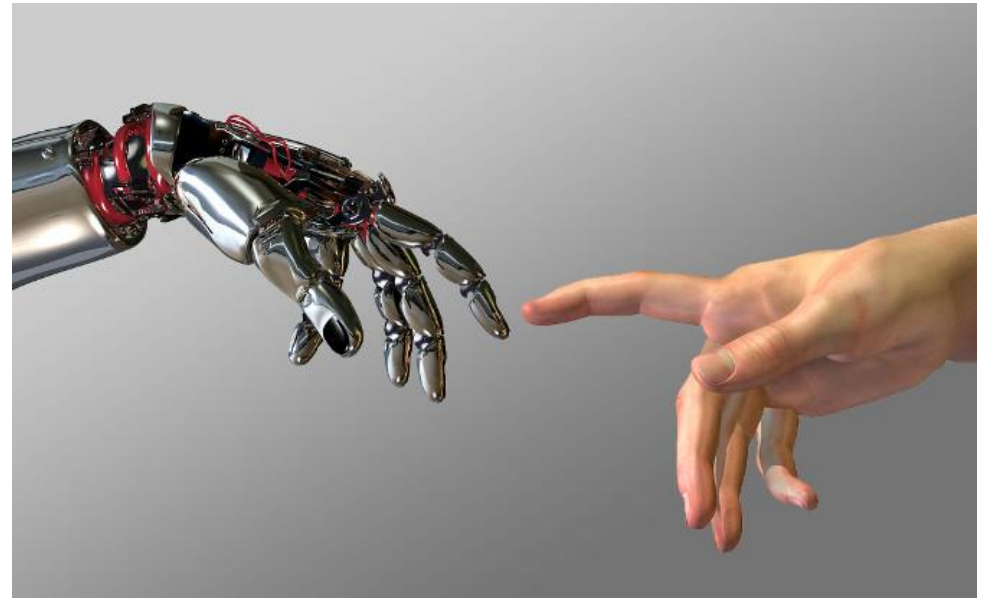


"....Dave, my mind is going. I can feel it..."

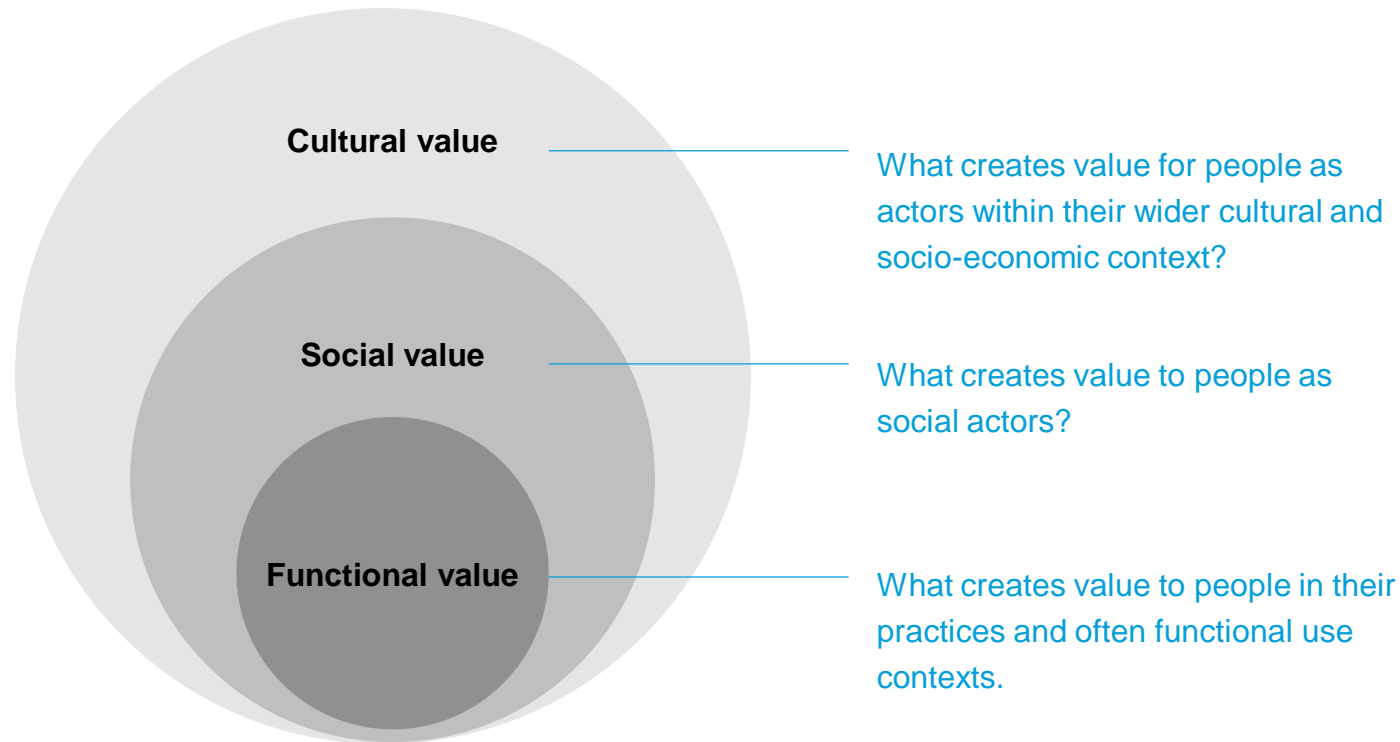
Technology First Approach

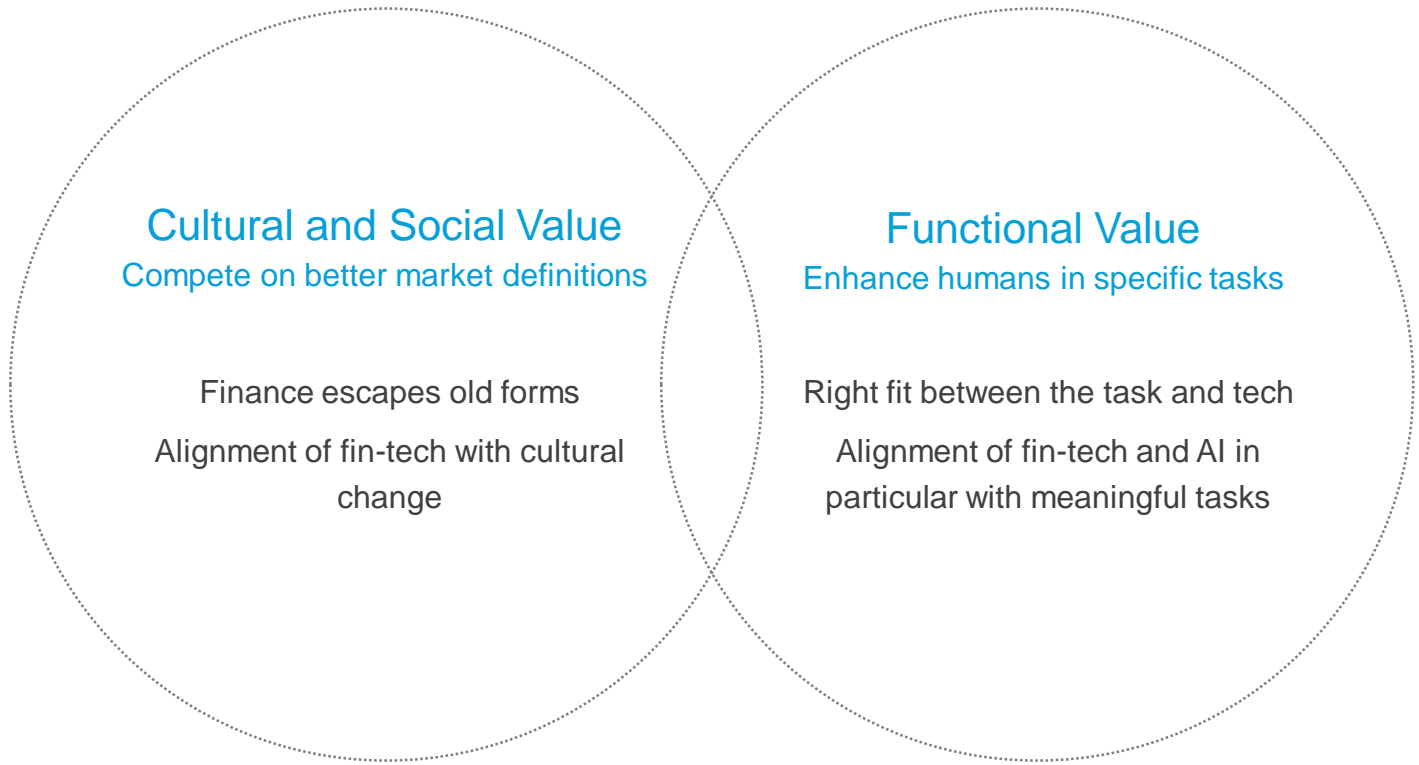


Human First Approach



Human first means a lot more than UX



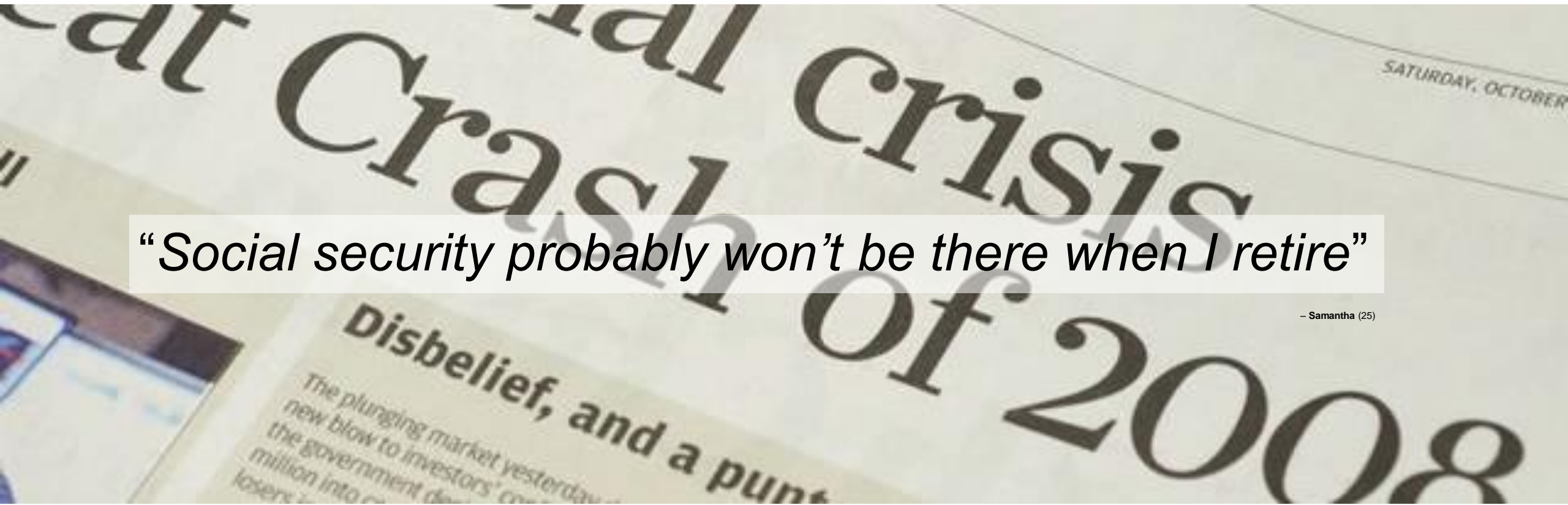


Cultural and social value

COMPETE ON NEW MARKET DEFINITIONS

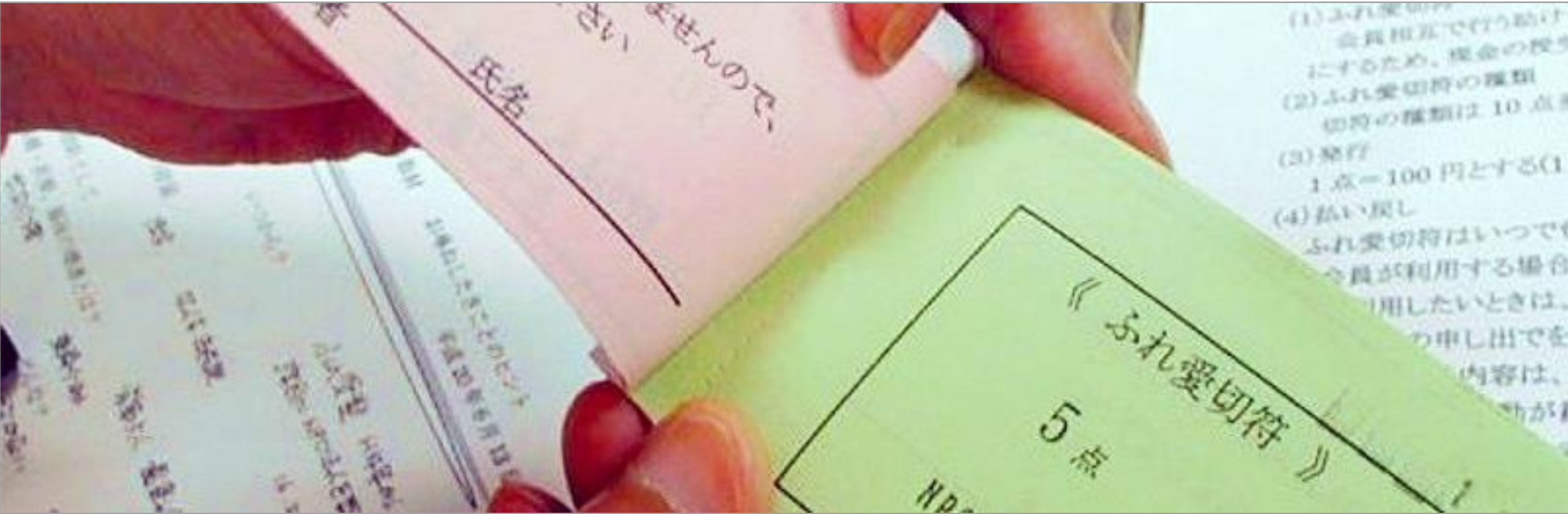
“Social security probably won’t be there when I retire”

– Samantha (25)



Cultural and social value


COMPETE ON NEW MARKET DEFINITIONS



Functional Value

FIND THE RIGHT FIT FOR TECHNOLOGICAL CAPABILITY

New user

 Real Money Switch to Demo Mode

Email

Password

Confirm password

Create account [Already have an account? Log in](#)

De-mystifying Complex Processes

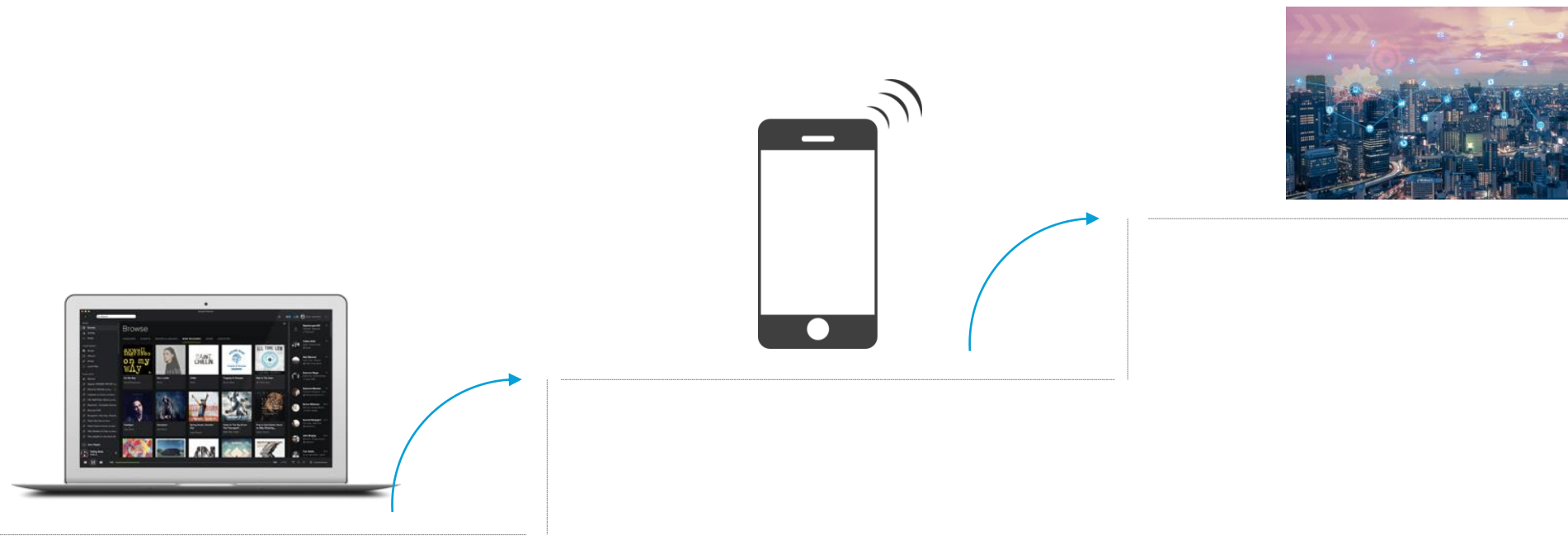


Amplifying a Person's Skills

- The new era of cars & transport
- Aging Chinese population and emerging market opportunities
- Real-estate opportunities in booming US cities
- None of the above, I'm interested in a conversation about _____

Providing Always on Presence

Understanding humans and social systems becomes a core competence



UX



HUMAN SYSTEMS

Thank you



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