

# Sella Innovation

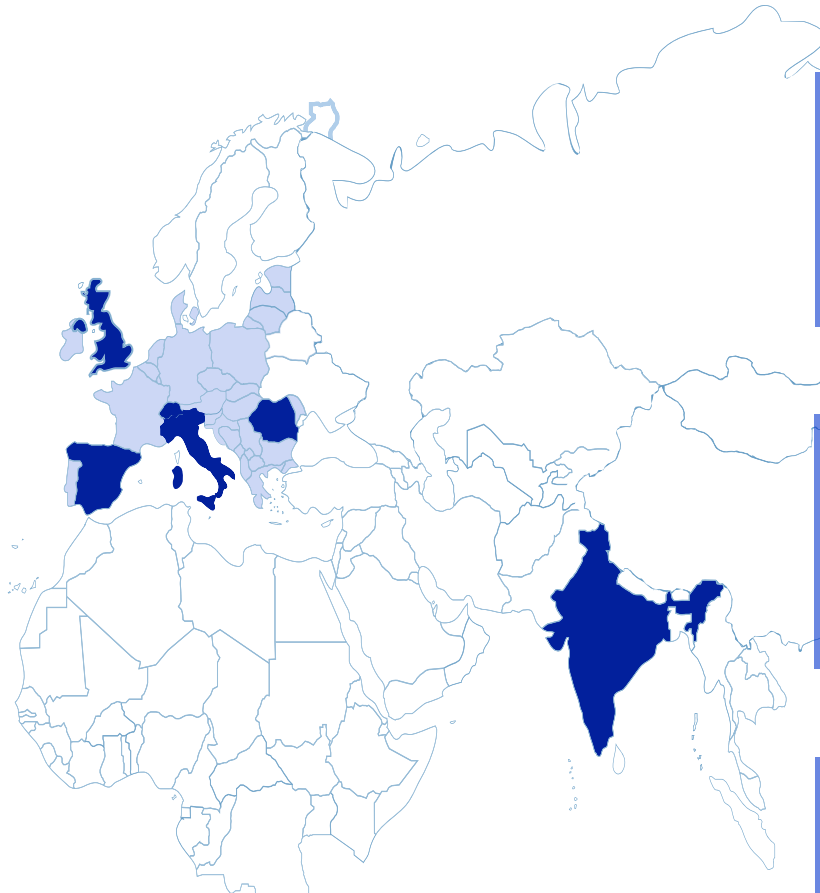
## Intro

Andrea G. Tessera – Chief Innovation Officer

**Sella**

# THE BIGGEST OPEN FINTECH ECOSYSTEM IN ITALY

with a Global Footprint and targeting the European Market



Team Sella in Fintech  
~ 2000

#1  
Open Finance  
Italian Leader

**fabrick**  
SHAPING FINANCE, TOGETHER  
76% market share  
on Psd2 PIS

#1  
Challenger  
Bank in Italy

**HYPE**  
~ 2 Million  
customers

#1  
Italian  
Ecommerce  
payments

**axerve**  
Since 1998 chosen  
by 40% of Italian  
merchants

#1  
Italian Fintech  
Ecosystem

**Fintech  
District  
Sellalab**

#1  
CVC Investor  
in fintech

**Sella**  
Venture  
32 Investments

# AI HISTORY

## Golden Age for AI Theory



Science fiction

**1940**

Dartmouth Summer Research Project on AI

**1956**



AI Winter

**1970**

**1950**

Can Machine Think?  
[Alan Turing]



**1963**

DARPA funds AI at MIT

**1980**

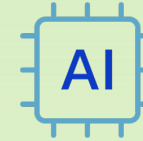
Expert systems  
[Edward Feigenbaum]



## Golden age for AI Theory and Application

New AI Projects  
(autonomous car from Navlab  
Deep Blue – Speech recognition)

**1990**



Introduction of Generative AI  
(with GAN – Generative Adversarial Neural Networks)

**2014**

**2010**

New era of Deep Learning (AlexNet)

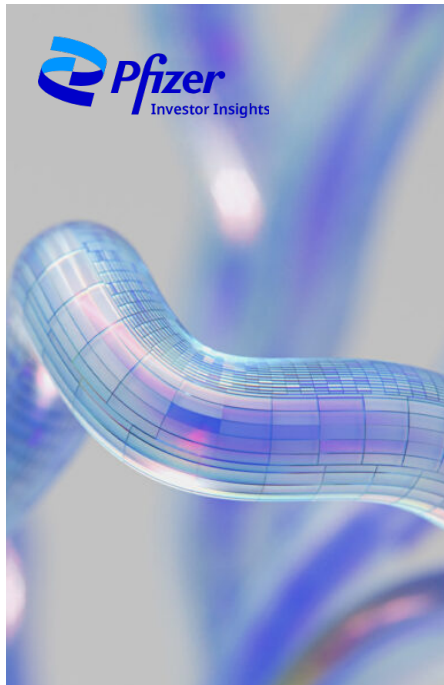
**2020**

LLM Era



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# AI IS ALREADY A GAME CHANGER



## COVID DRUG

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Reduced design time  
by years



## CANCER DIAGNOSIS

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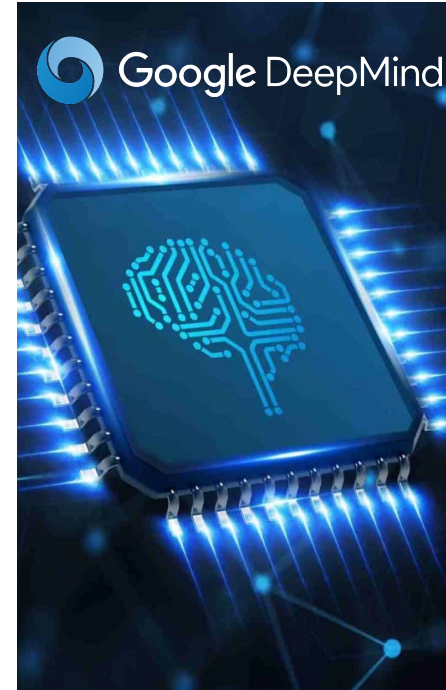
AI already better than  
a radiologist



## NEWSROOMS

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70+% of newsrooms  
use AI to optimize work



## DATACENTERS

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AI reduced 20% use  
of IT infrastructures

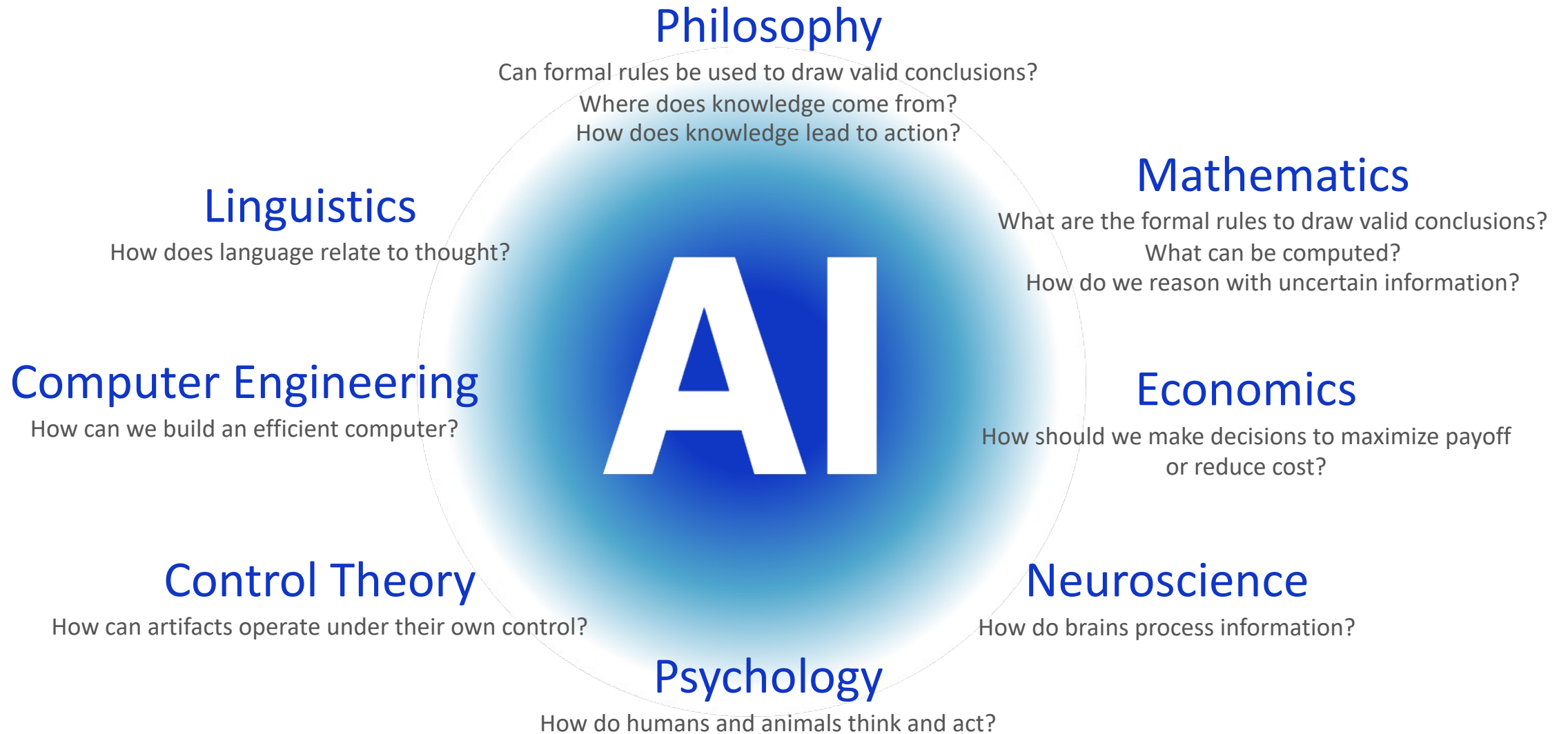


## RECOMMEN- DATIONS

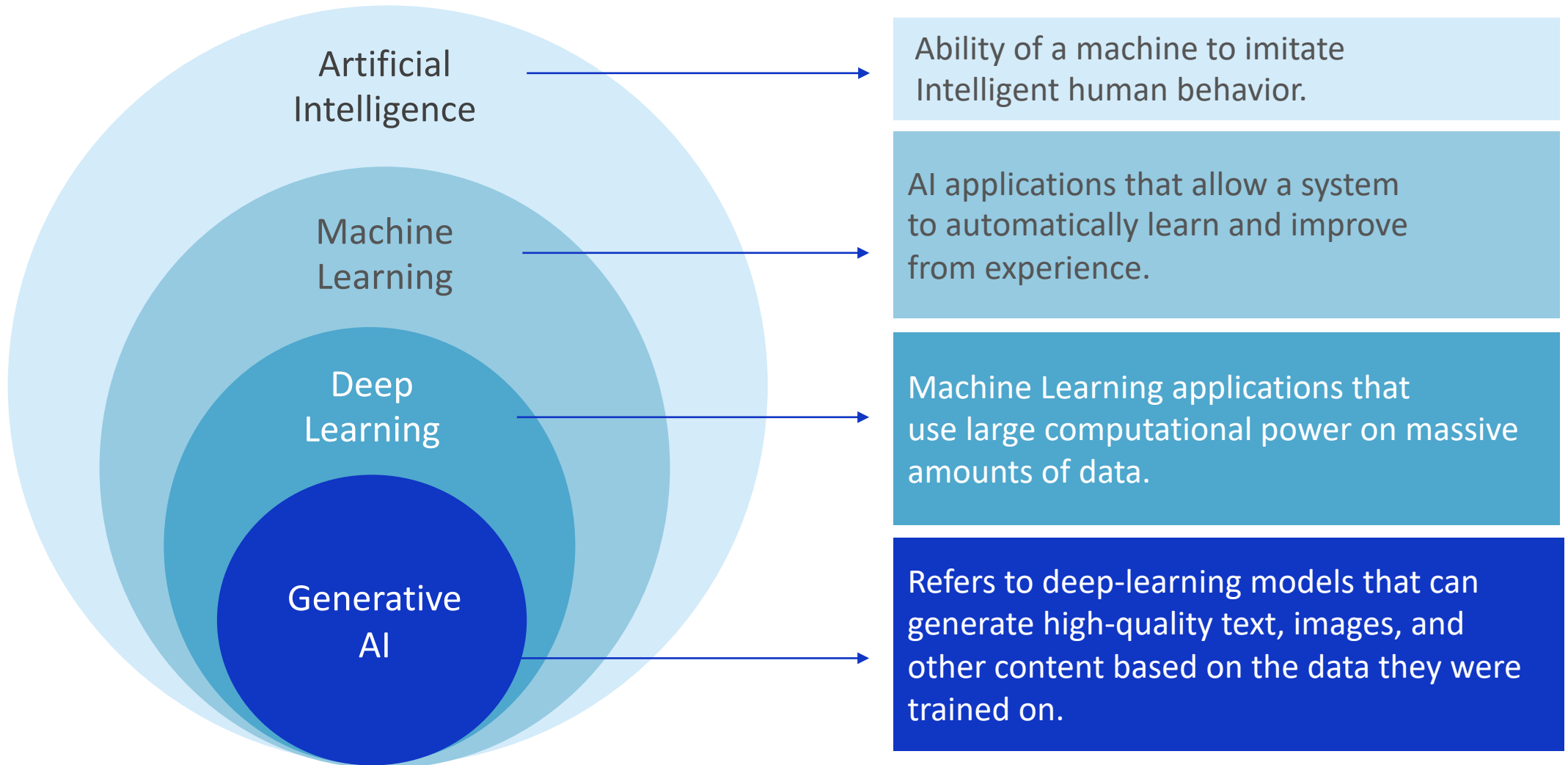
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AI increased 2,3 bln  
listening hours

# AI IS UNIQUE BECAUSE IT CROSSES ALL DISCIPLINES



# WHEN WE TALK ABOUT AI, WE MEAN...





# AI IN BANKING: THREE CORE IMPACTS



## Boosting Revenues

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- Bespoke customer experience
- Personalized financial offering
- Provide an omnichannel experience
- Zero time to yes
- Algorithmic trading and Robot Advisor
- Enhance cross selling



## Reducing Costs

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- Robot processing automation
- Improving collaboration tools
- Tasks Automation
- Efficient utilization of offices
- Reducing energy consumption



## Enhanced Risk Management and Decision-Making

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- Security and fraud detection
- Credit risk scoring and loan prediction
- Regulatory compliance
- Automating model maintenance
- Improving forecasts analysis

# AI IN BANKING: OPPORTUNITIES AND CHALLENGES

How can we maintain each bank's uniqueness, not only expressing it through branding but also with the key elements – tangible and intangible – which make «*that bank that bank*»?

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AI: The Great Equalizer.

How to set the correct threshold between using a performing model and not leveraging too much on customers' data?  
Is it only a regulatory problem?

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Maximizing AI Potential vs.  
Maximizing Data Protection,  
Customer privacy (and trust).

In terms of talent, the **gap between banks and AI companies** could rarely be any larger: the quest for AI experts and developers has officially begun.

Will only banks that have learned to operate in an open innovation framework survive in the AI-powered world?

Open Innovation  
is Key!



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