CORE DATA

Trust Hunters – the 20 Year Relationship

IMAP Conference February 2023

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy, founded in 2002 and headquartered in Australia, with operations in Sydney, Perth, London, Boston and Manila.

It provides clients with bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research, database hosting and outsourcing services.

CoreData provides both business-to-business and business to-consumer research, while the group’s offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

GLOBAL PRESENCE, LOCAL FOCUS

THE COREDATA GROUP

ANUBIS

ATHENA

HUNTER AND BLIGH

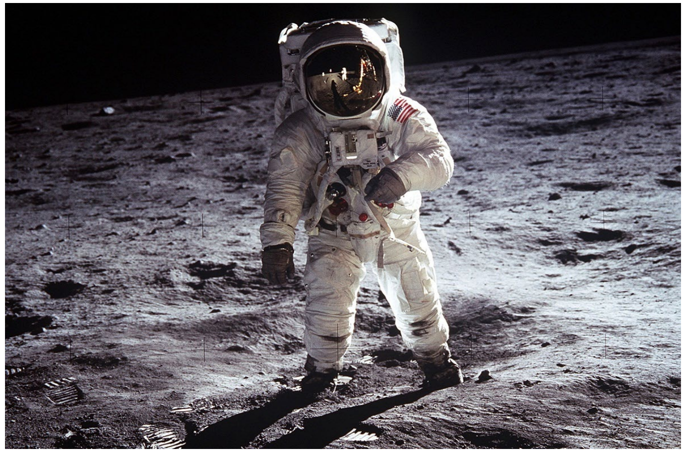
Today

- The 20 Year View
- Trust At The Centre Of The Relationship
- Technology And Intimacy
- Brand New Every Seven Years

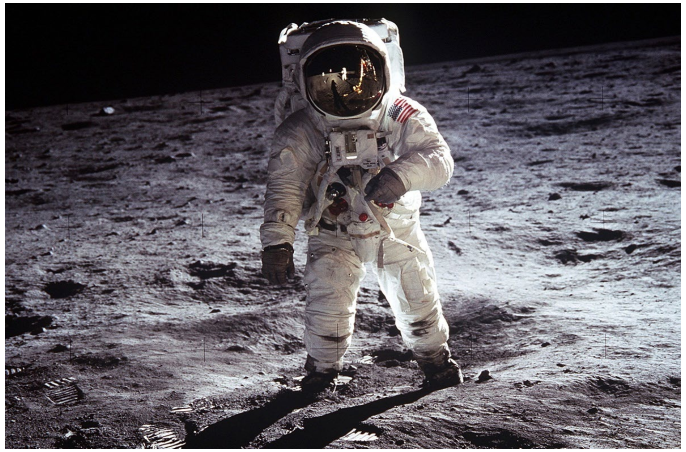
Part 1: The 20 Year View

Playing With Time Dilation

Reverse Time Dilation



Reverse Time Dilation



2570 BC

30 BC

1969 AD

Looking Forward – Three Things Only

Choosing How We Die

The Hydrogen Solar Partnership

The Rise Of Homo Silica

Part 2: Trust At The Centre Of The Relationship

Political Uncertainty, Post Truth Media, Economic Uncertainty, Geopolitical Shocks
How Trust Works In A Fragile World

Trust Is Under Pressure And It Seems Not Relevant

Holmes

Javice

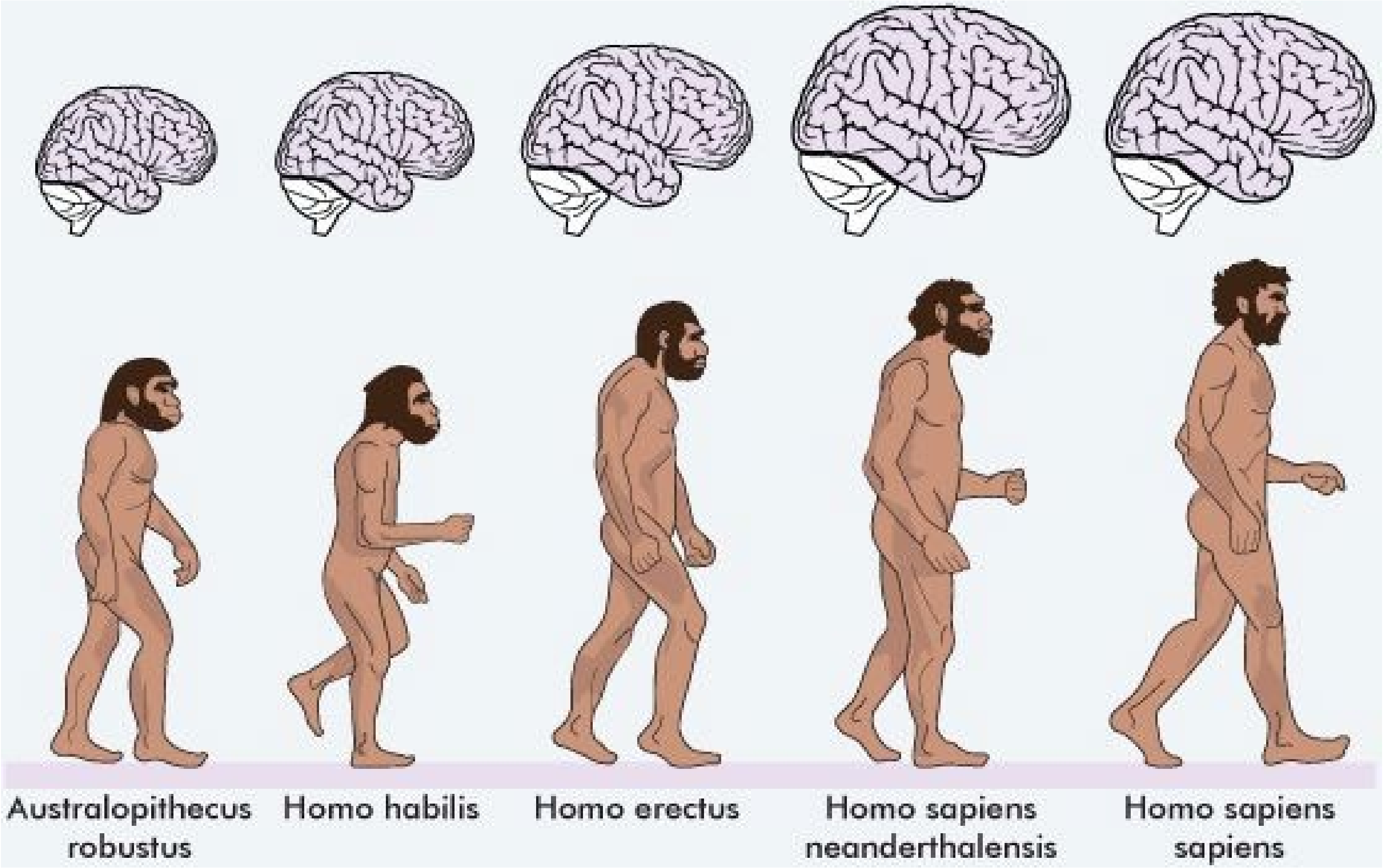
Bankman Fried

Santos

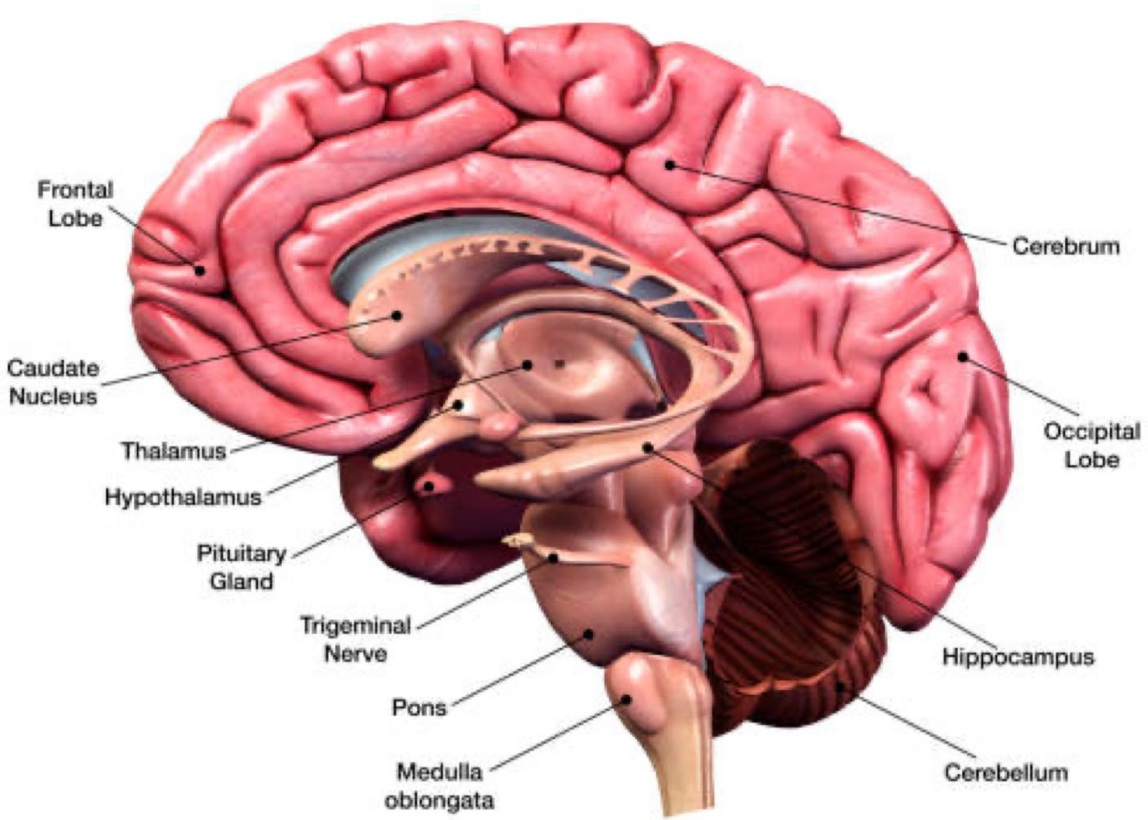
Caddick

Zenothemis

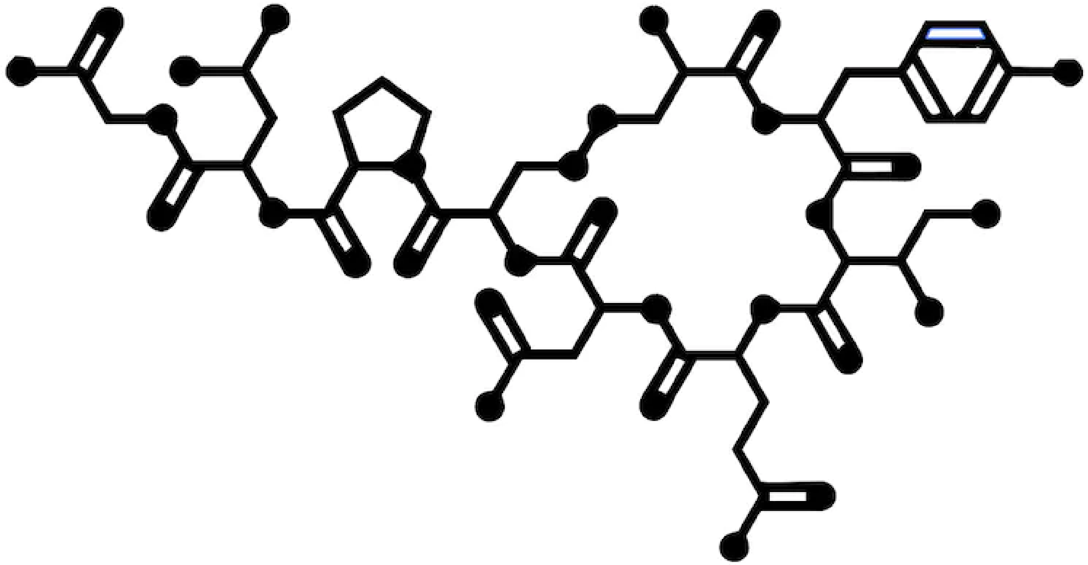
The Why Of Trust Is Ancient



The Why Of Trust – Is Biological

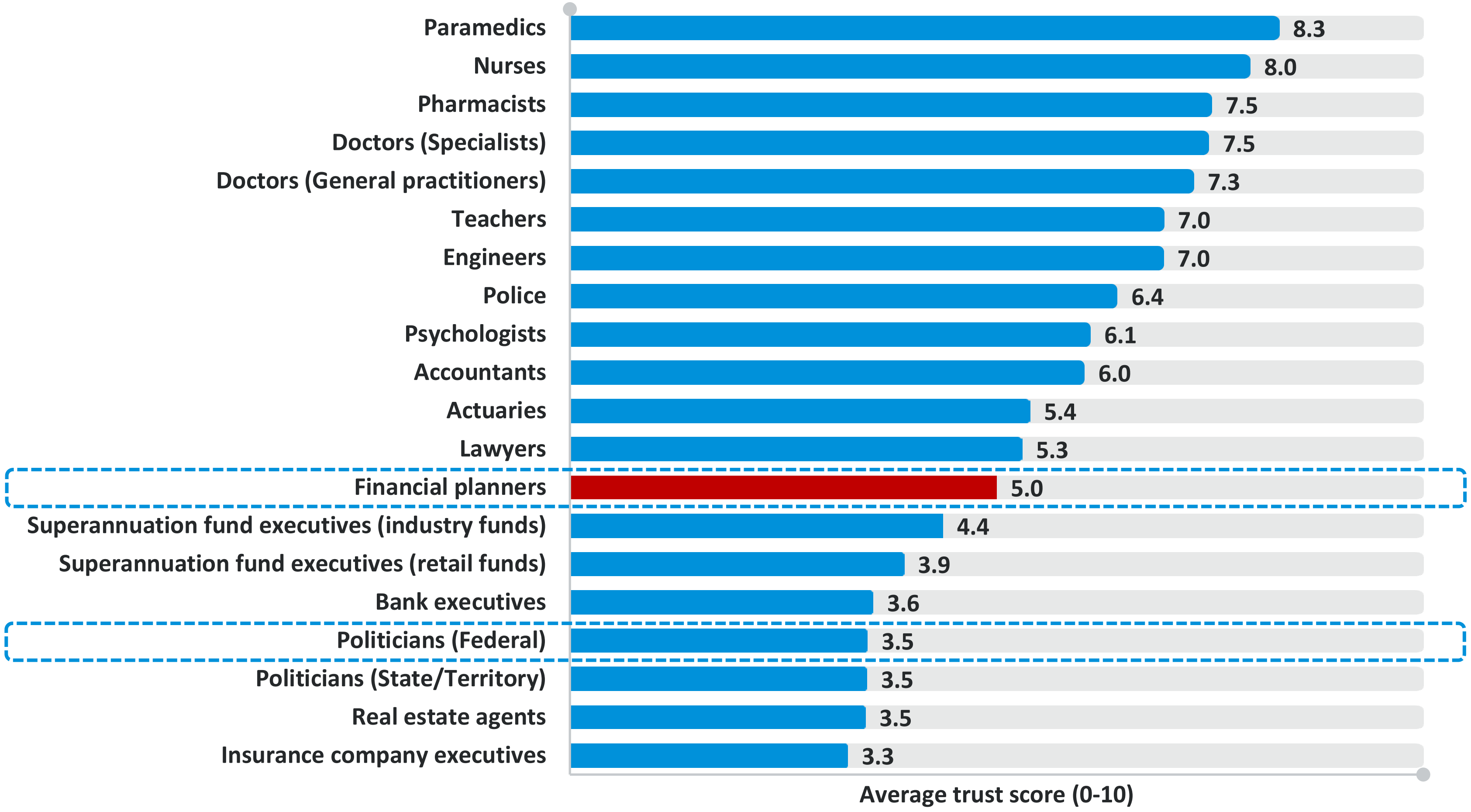


The Neurobiology of Trust

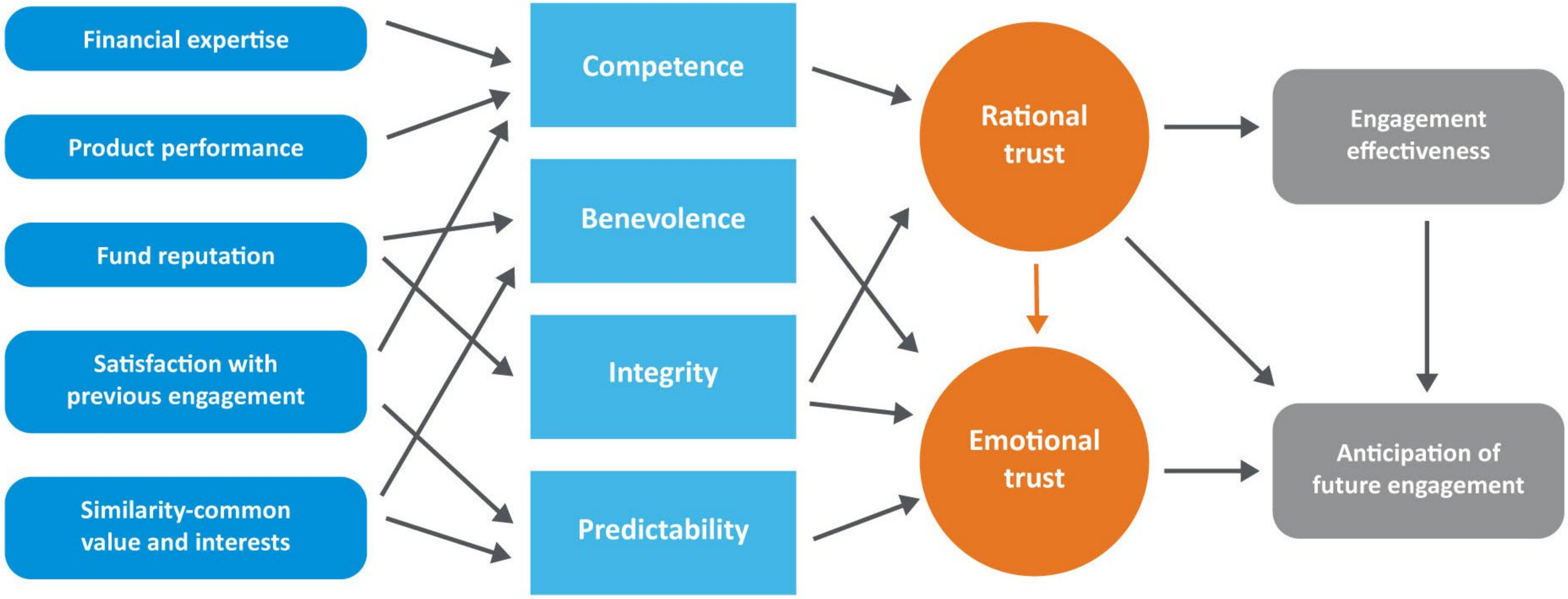


Trust In Planners As Whole Remains Average

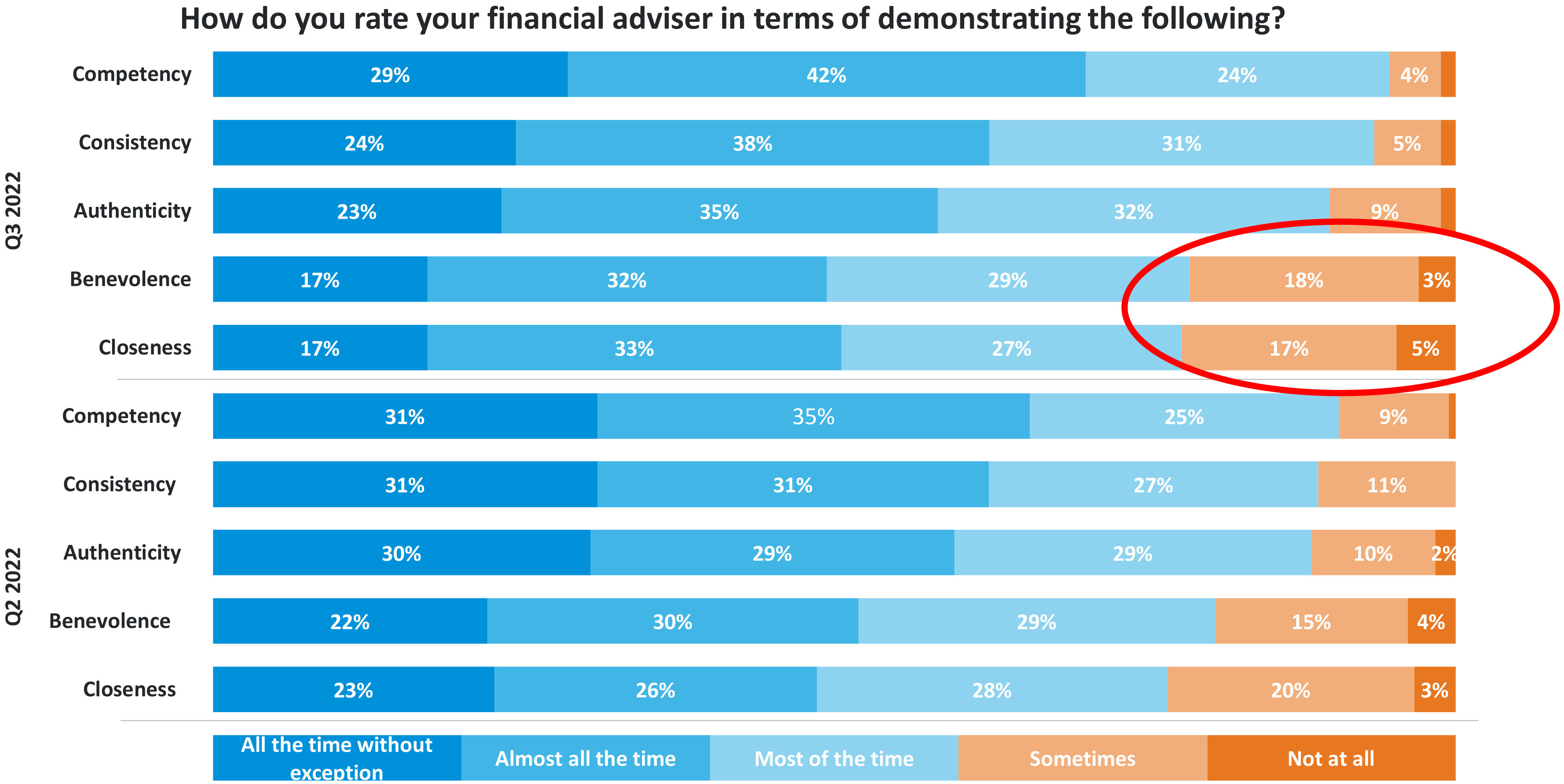
Given how you define trust, please rate your trust in the following professions or occupations (as individuals) on a scale from 0 to 10, where 0 indicates no trust at all and 10 indicates complete trust.



Trust In Financial Planning



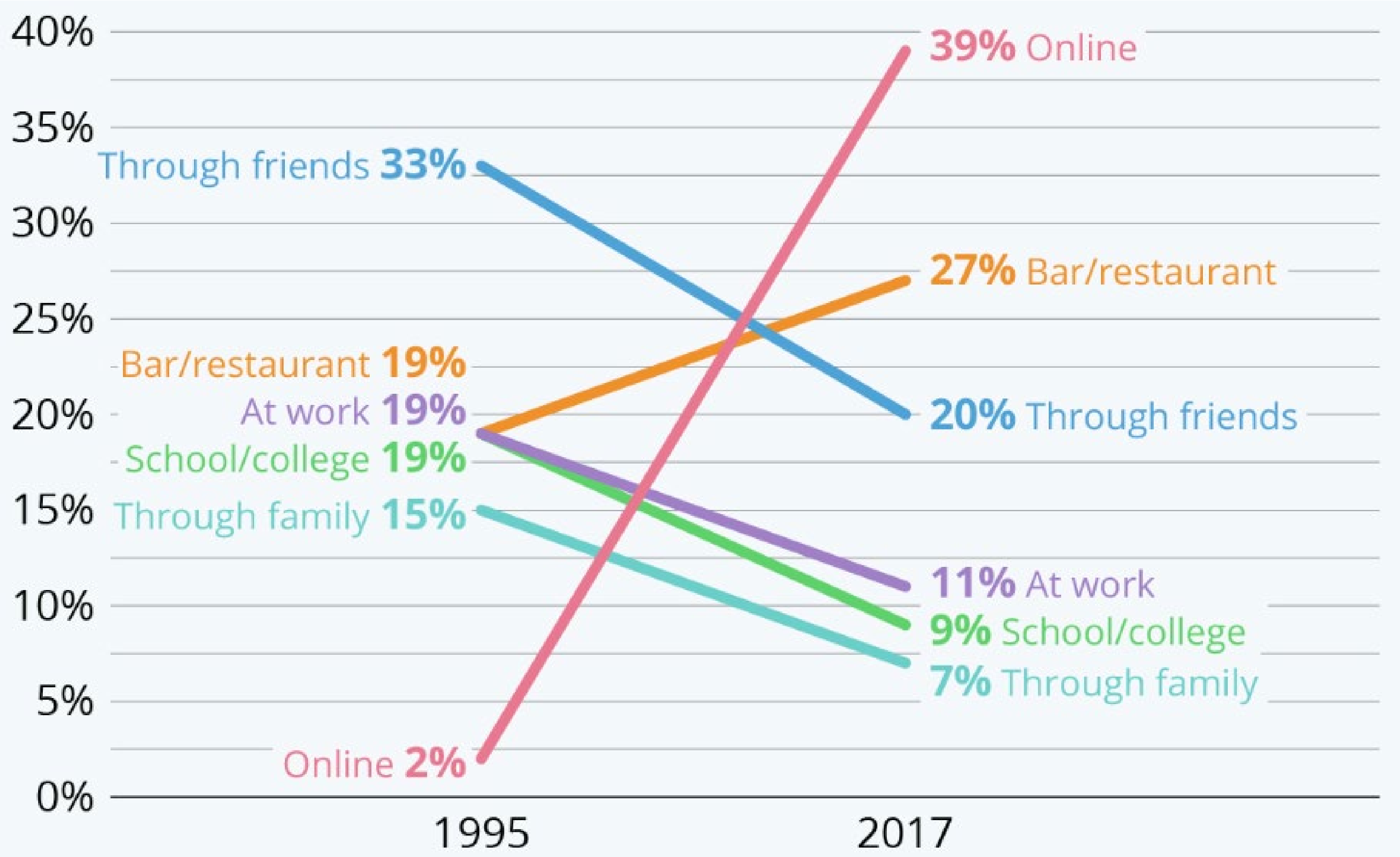
How Advisers Rate On The Key Measures Of Trust



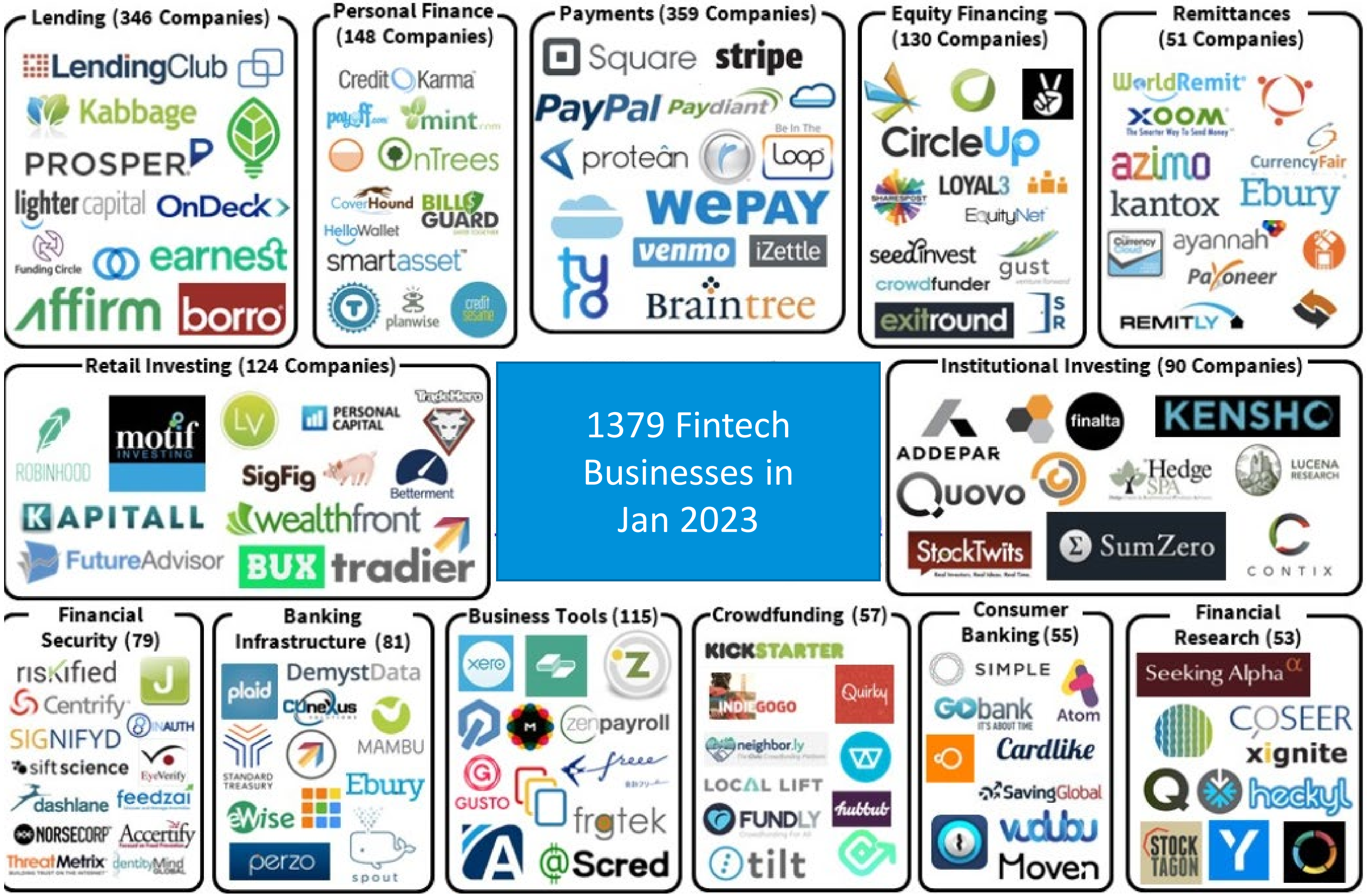
Part 3: Technology Has Solved Intimacy – Everywhere But Financial Services

The signs of Increased intimacy and client understanding are everywhere
How this effects financial services in the next 20 years will be profound

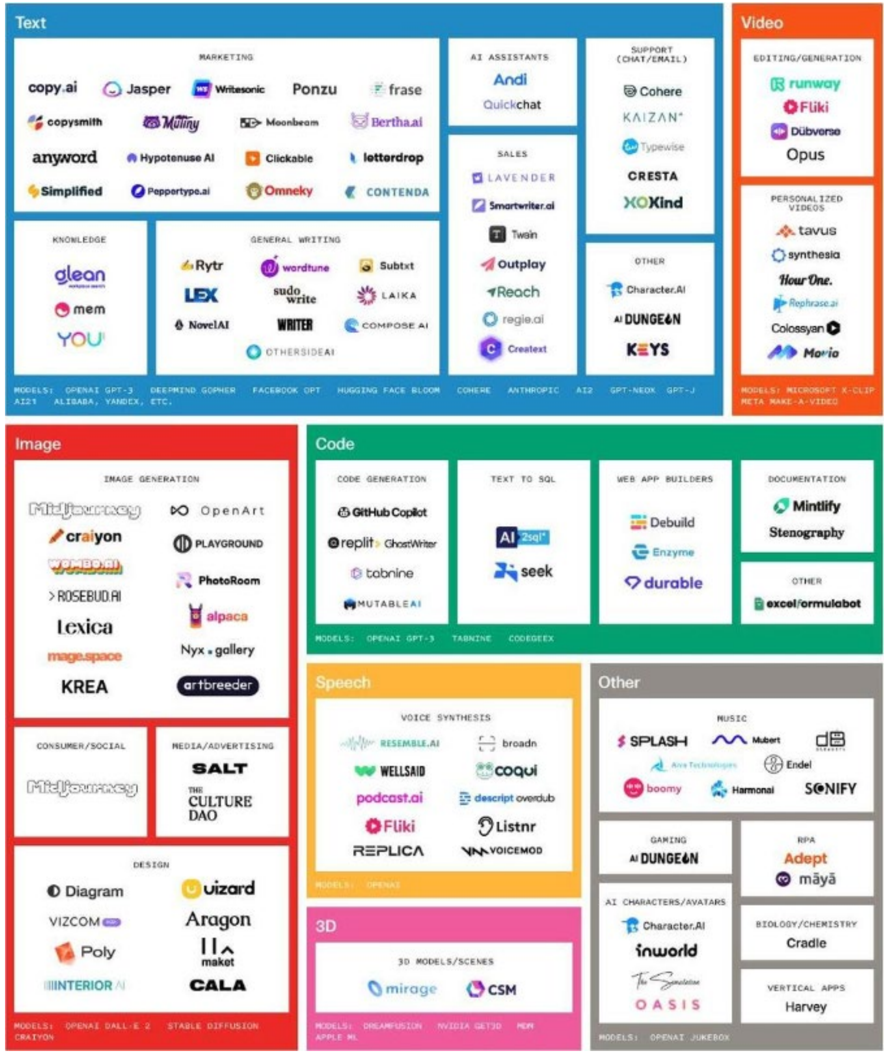
Technology And Intimacy



Where Technology Is Working



611 GPT3 Start Ups



US$10 Billion

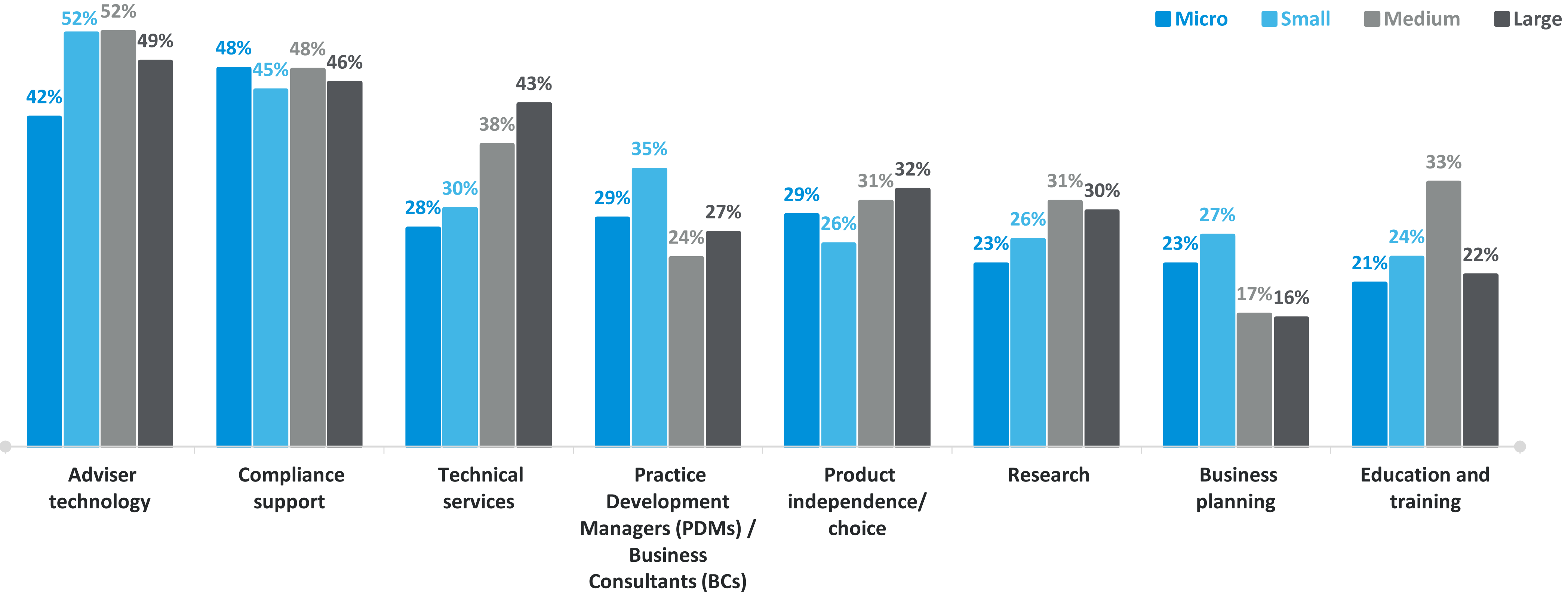
US$5.5 Billion

US$2.5 Billion

CORE DATA research

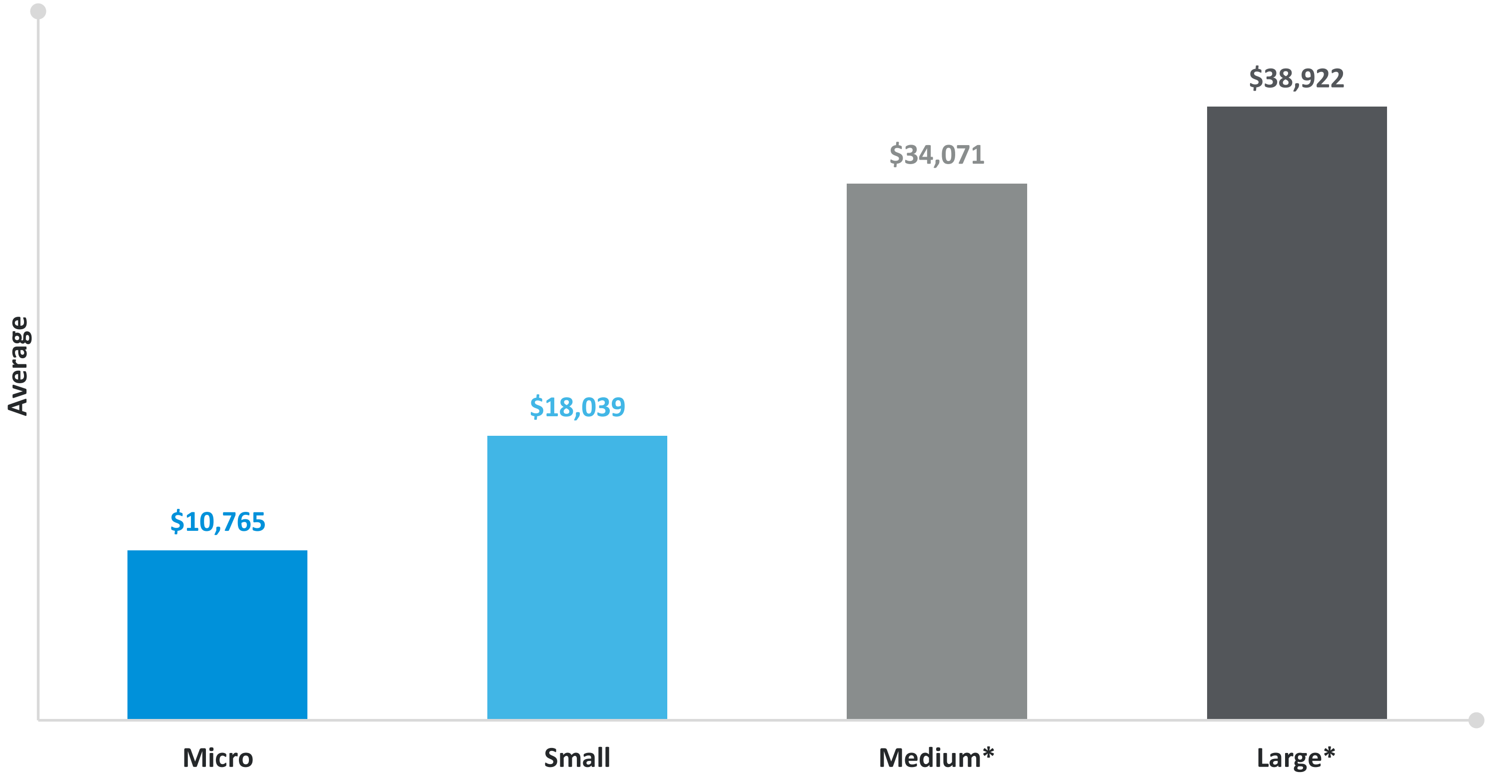
US$1.5 Million

Is This Important To Advisers?

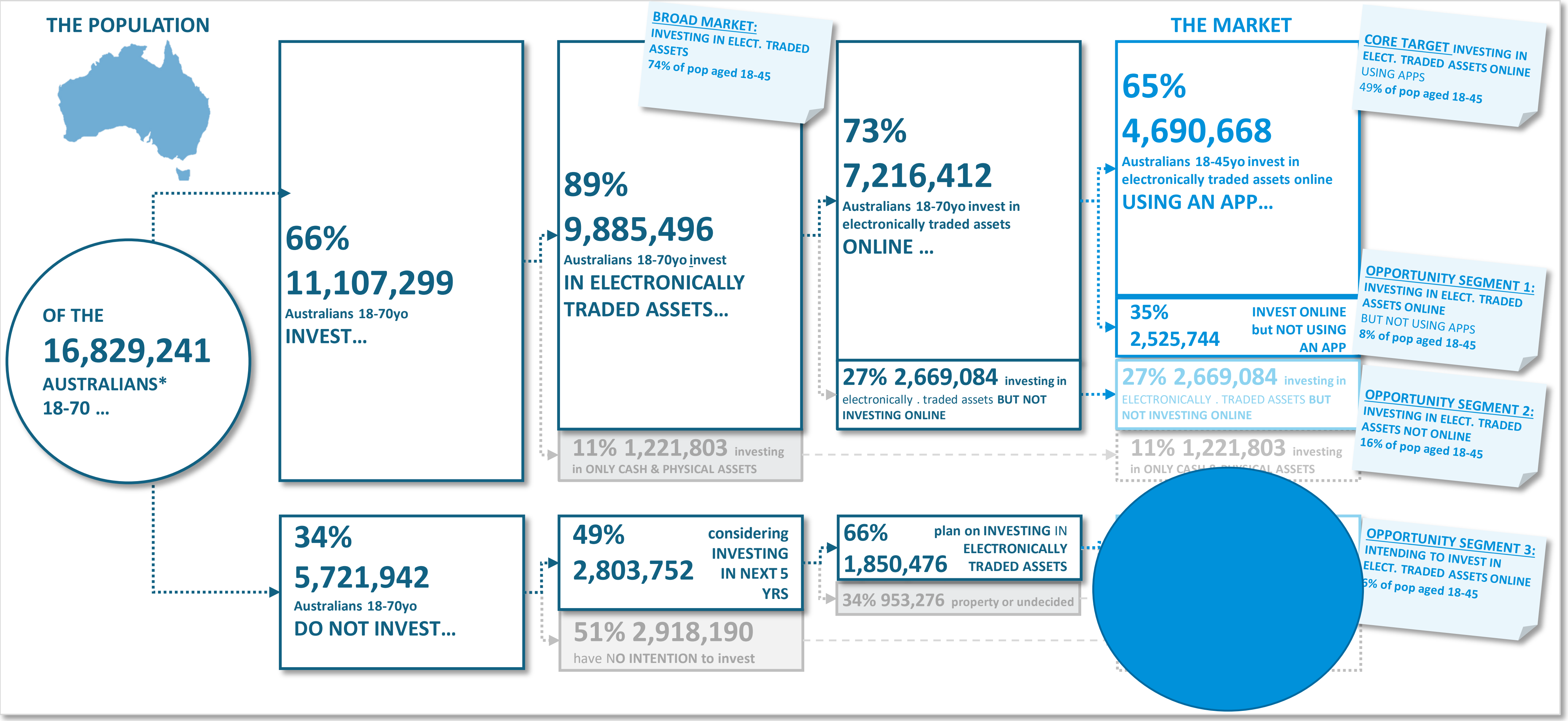


Has Technology Lightened The Load

Approximately how much more are you paying now compared to 1 year ago?



What Do The Consumers Want?



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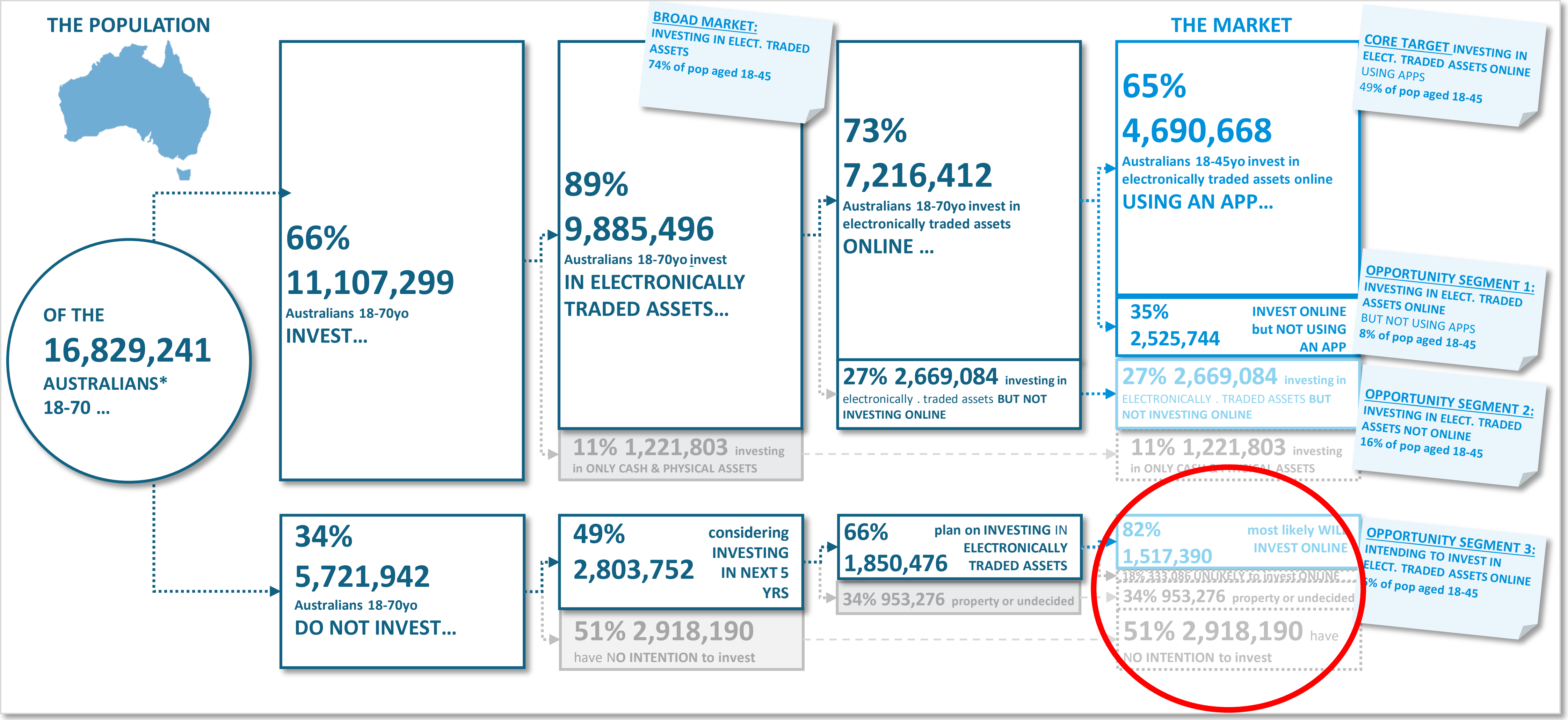
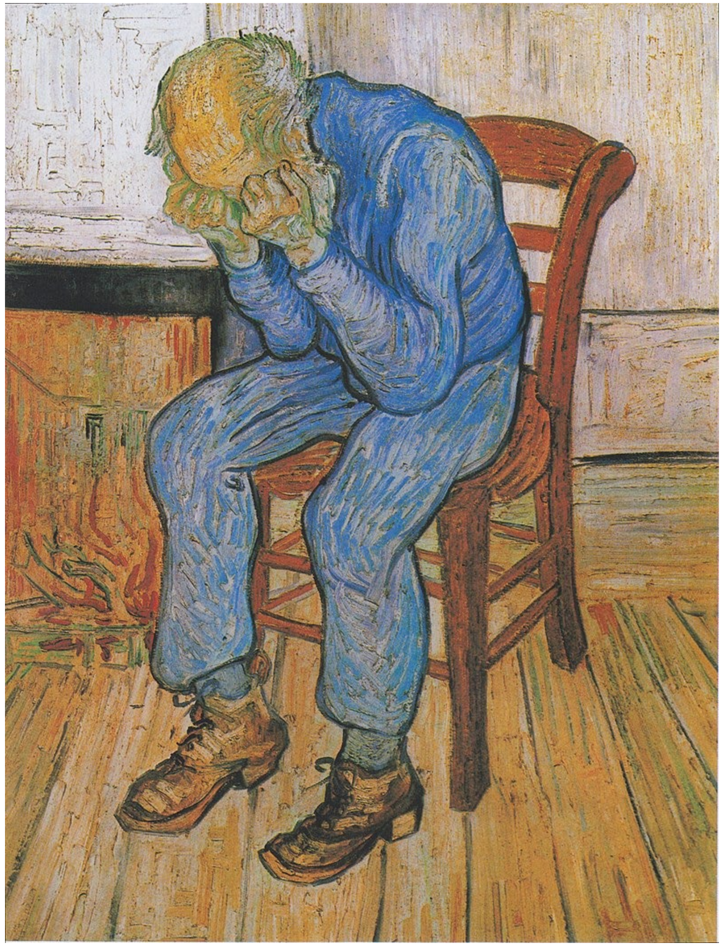


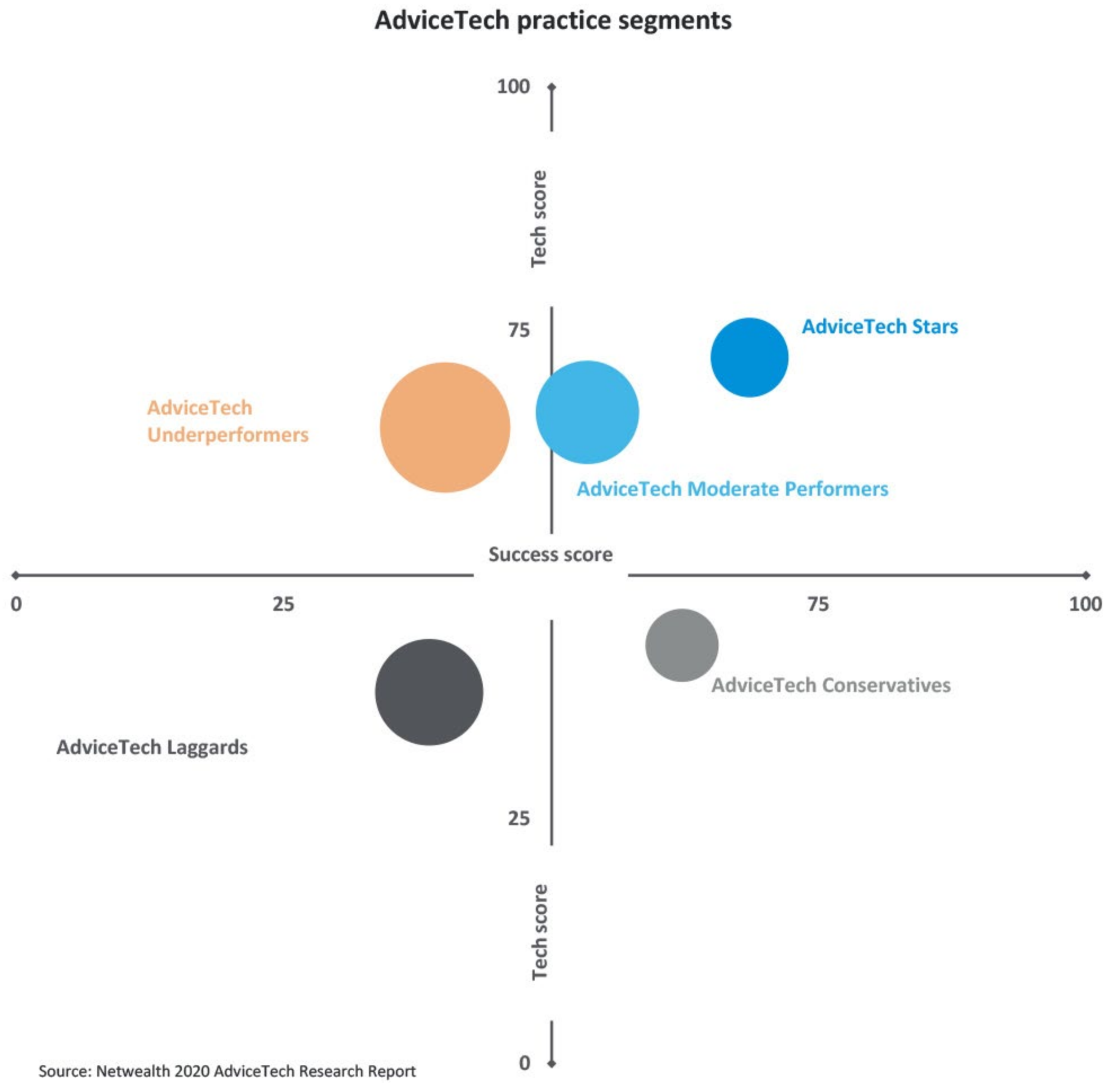
Part 4: The Details Of Delivery

Make Its Easy, Do It Now, Make Me Money

The Myth Of Loyalty And The Pain Of Change

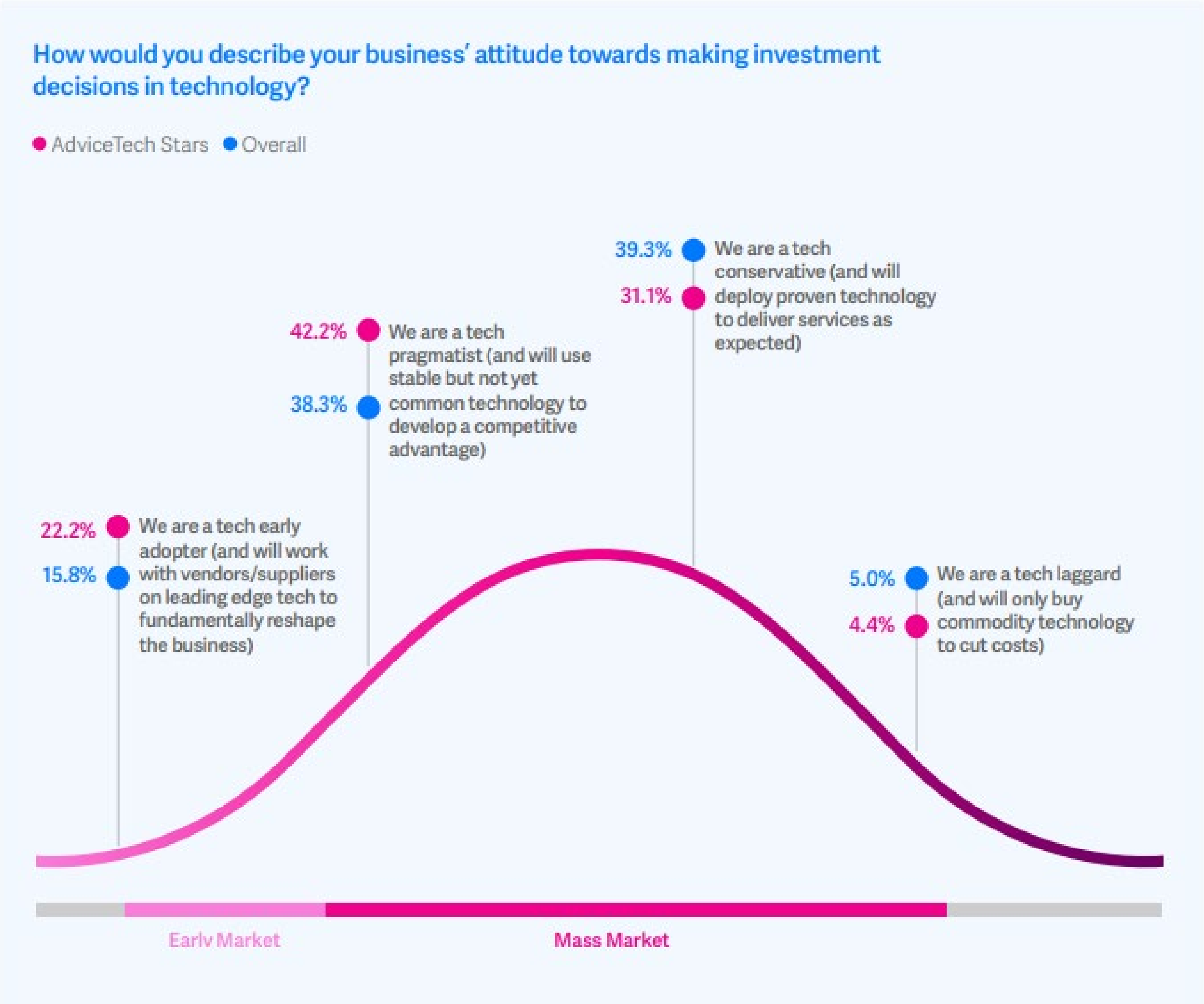


The Business Aren't Equal

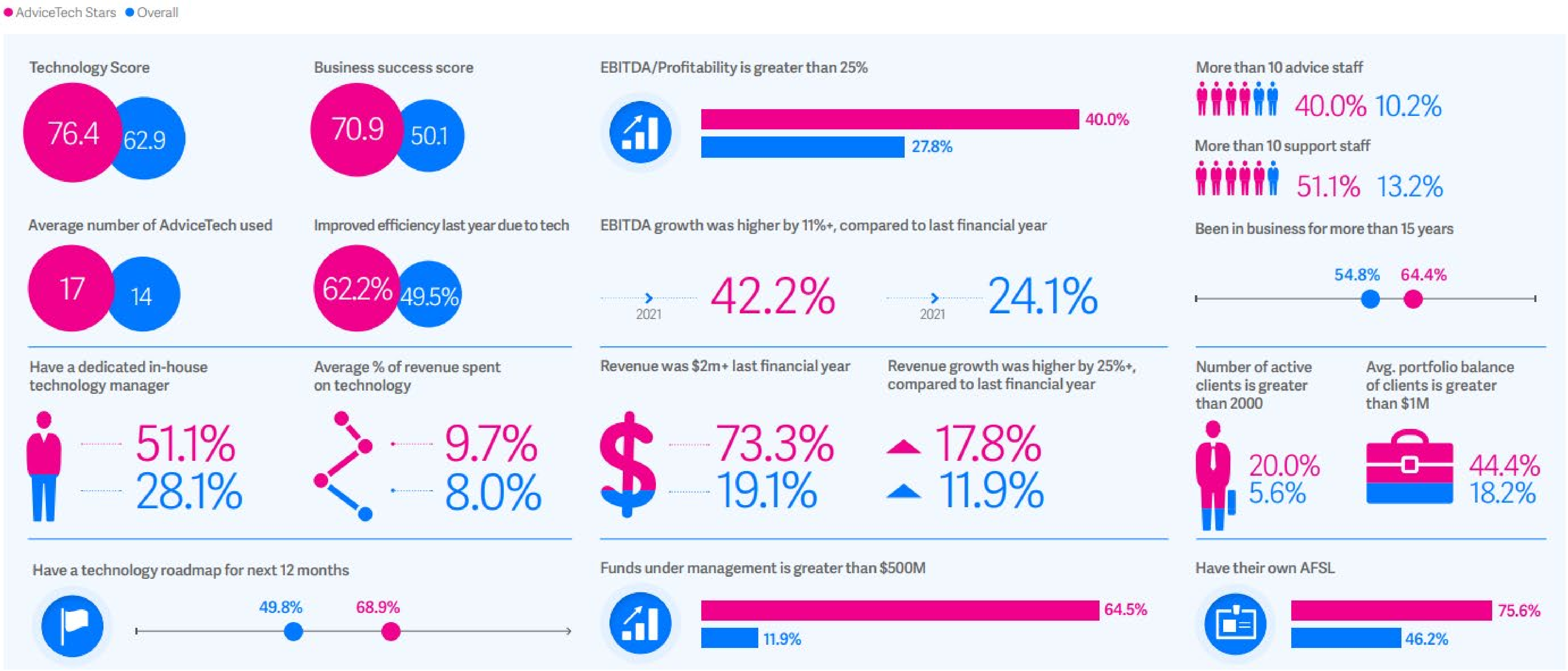


Source: Netwealth 2020 AdviceTech Research Report

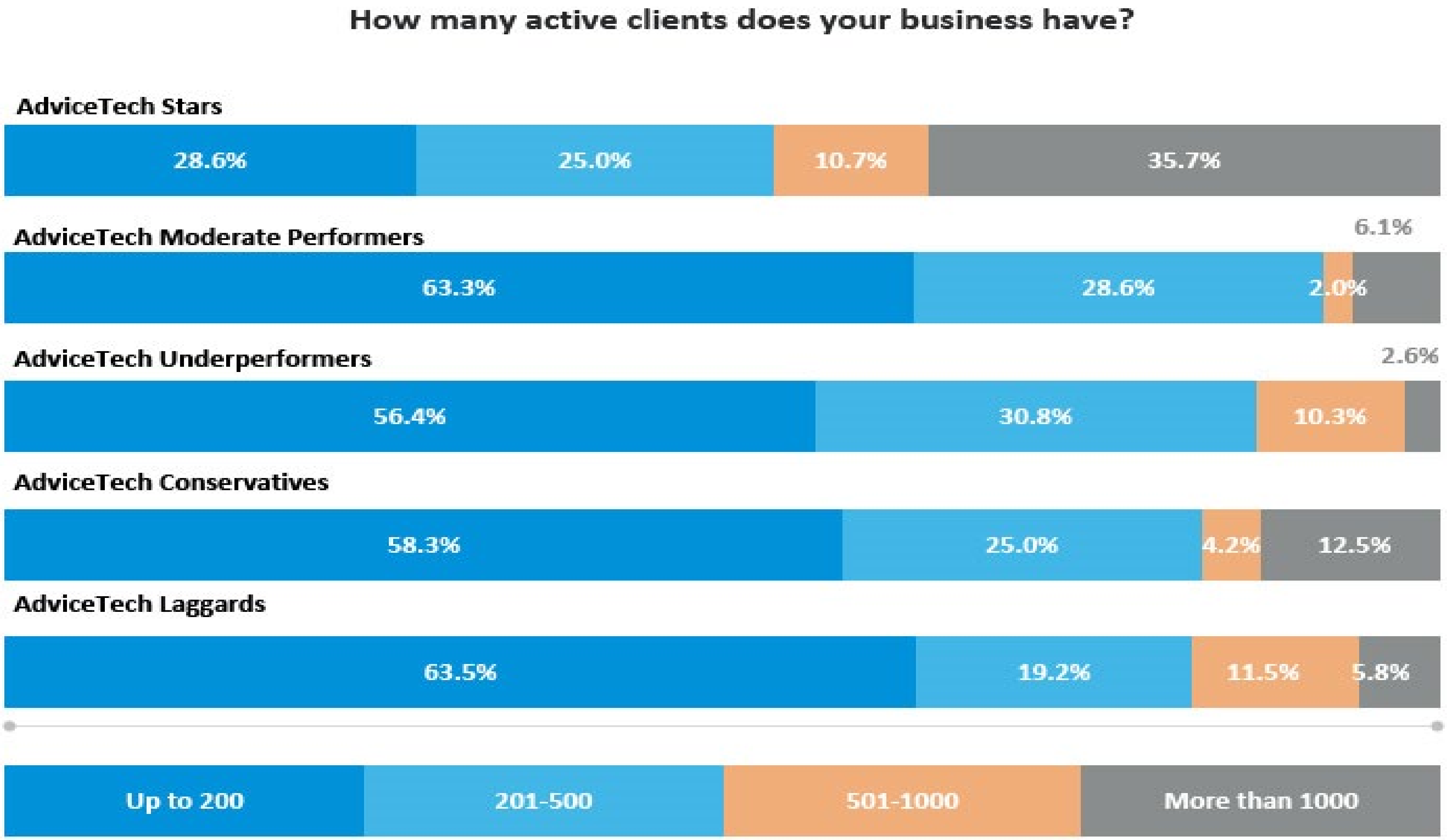
Trust Is Under Pressure



What Do The Users Actually Look Like?

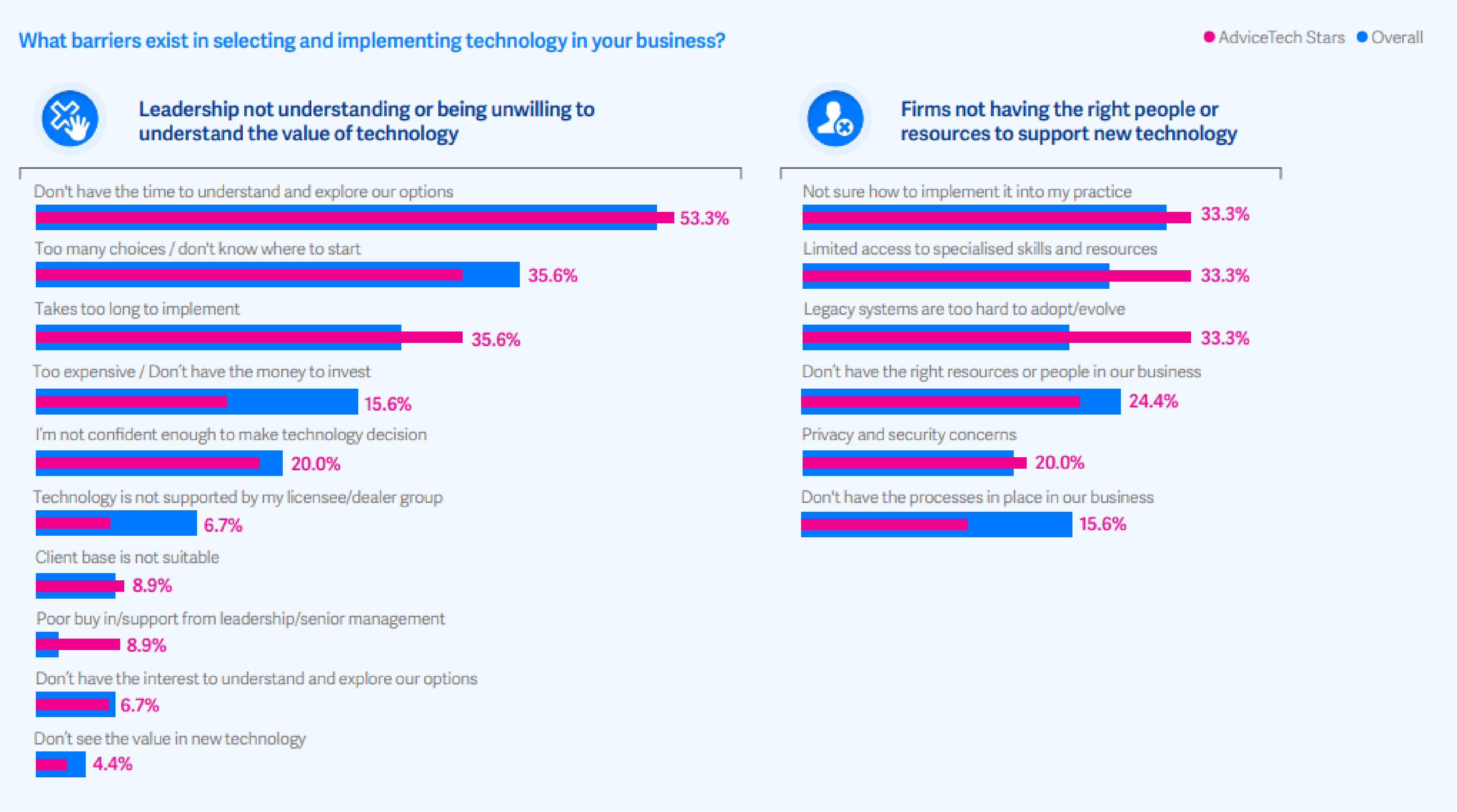


Not All Segments Are Equal



Source: Netwealth 2020 AdviceTech Research Report

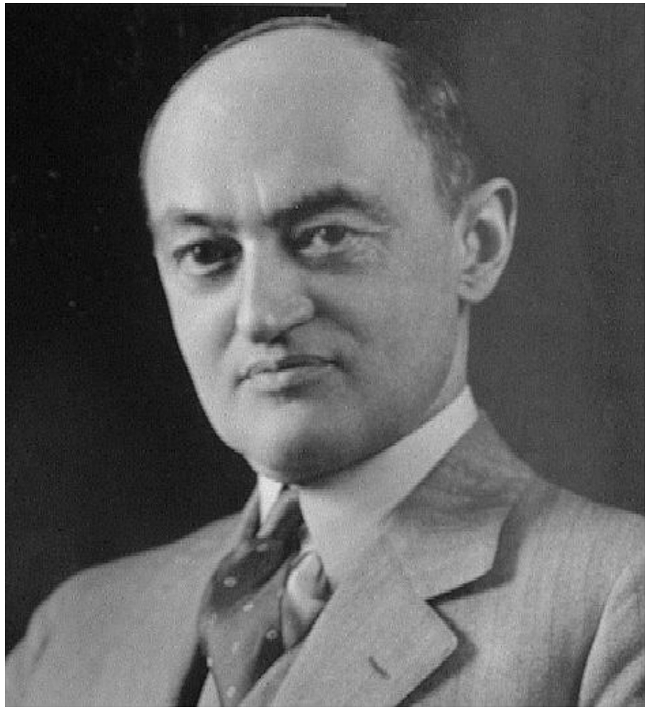
Choosing And Changing Is Slow And Hard



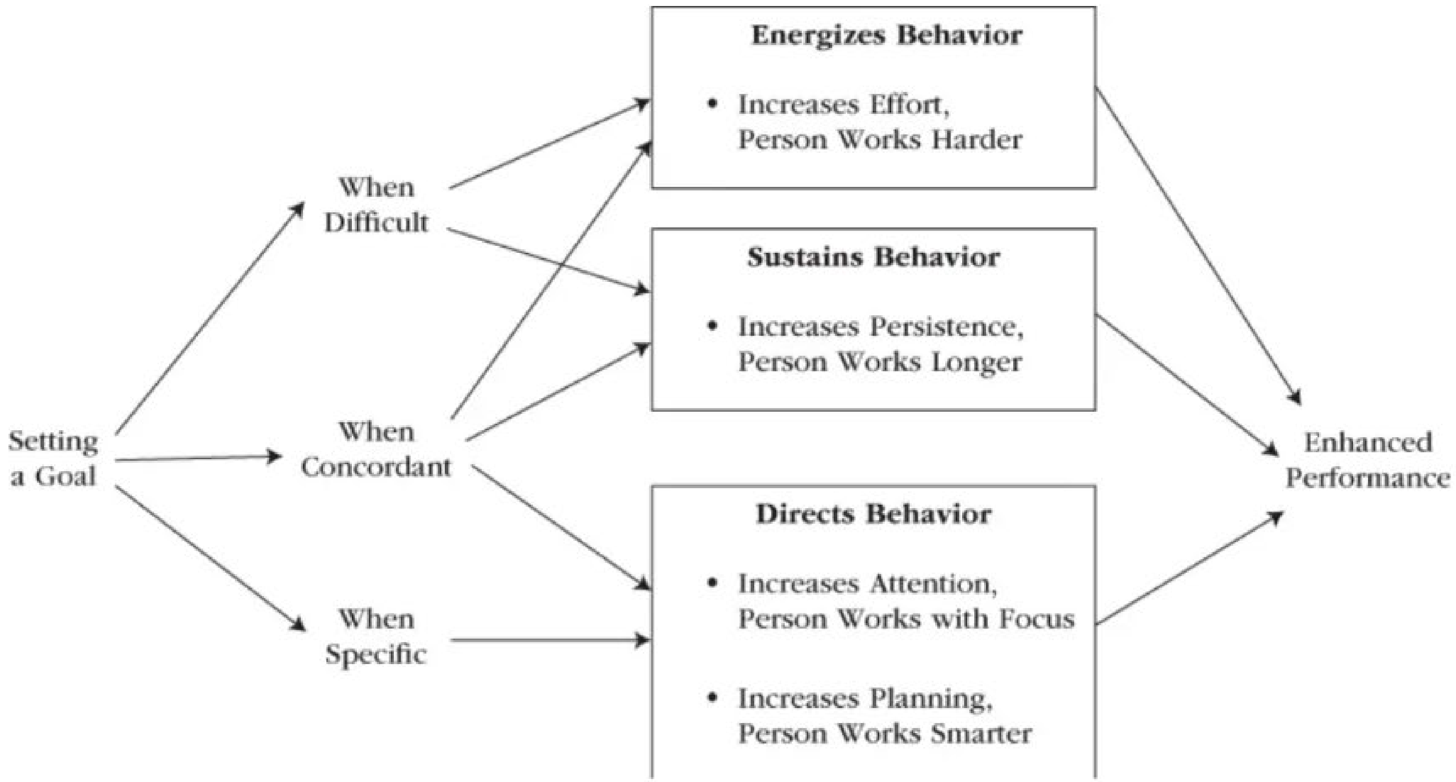
Part 4: Brand New Every Seven Years

There Will be Three Big Waves In The Next 20 Years

The Big Waves

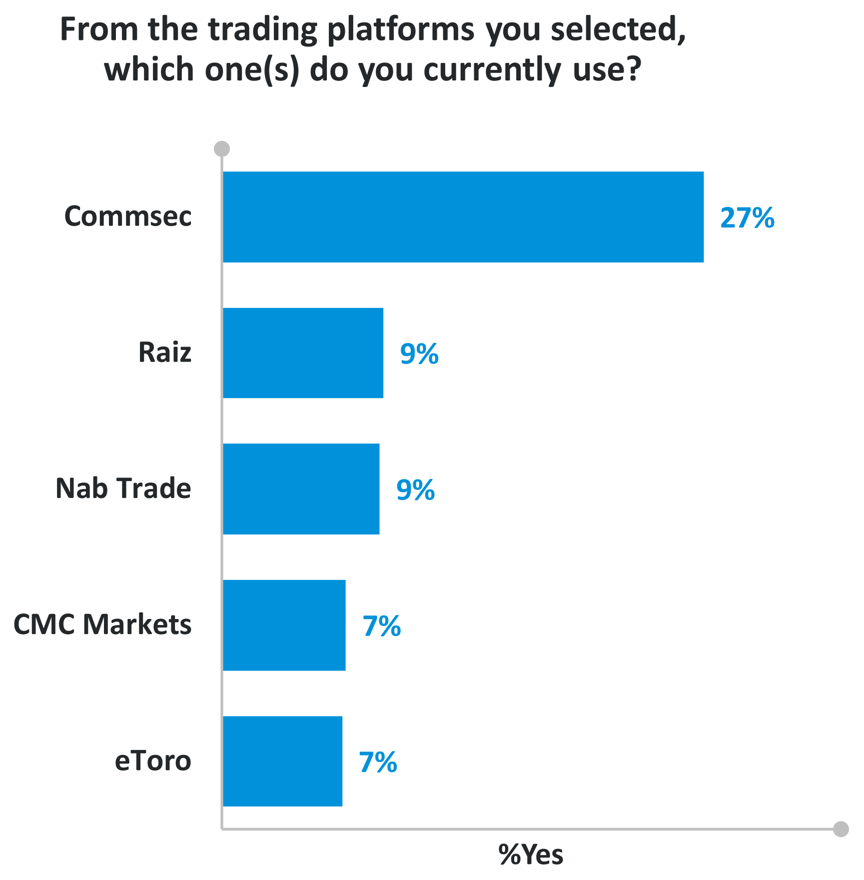


The Presence In The Pocket

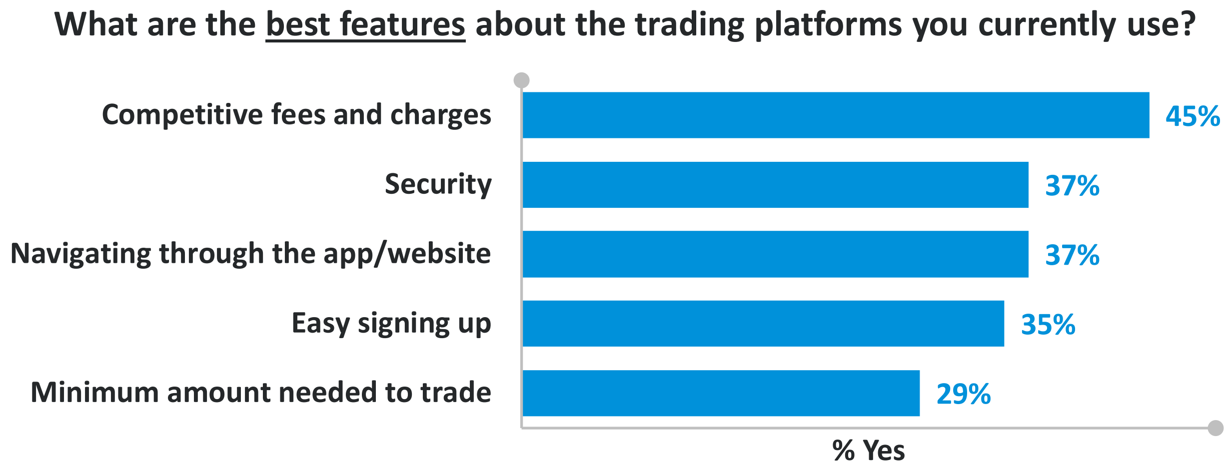


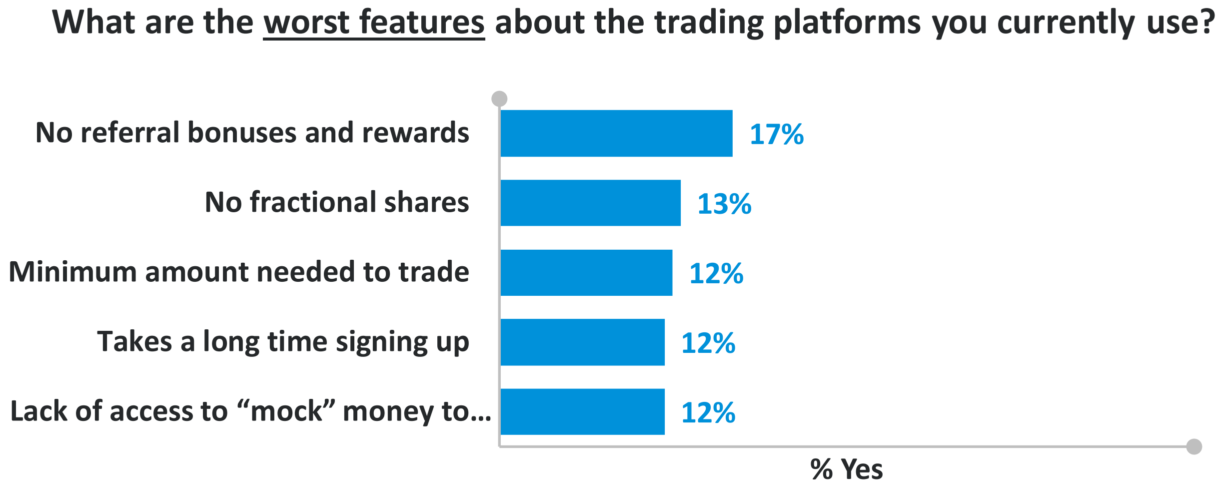
Locke et al 1996

Who Is Winning And Why?



Top 5 answers





What Are The Issues With Who?

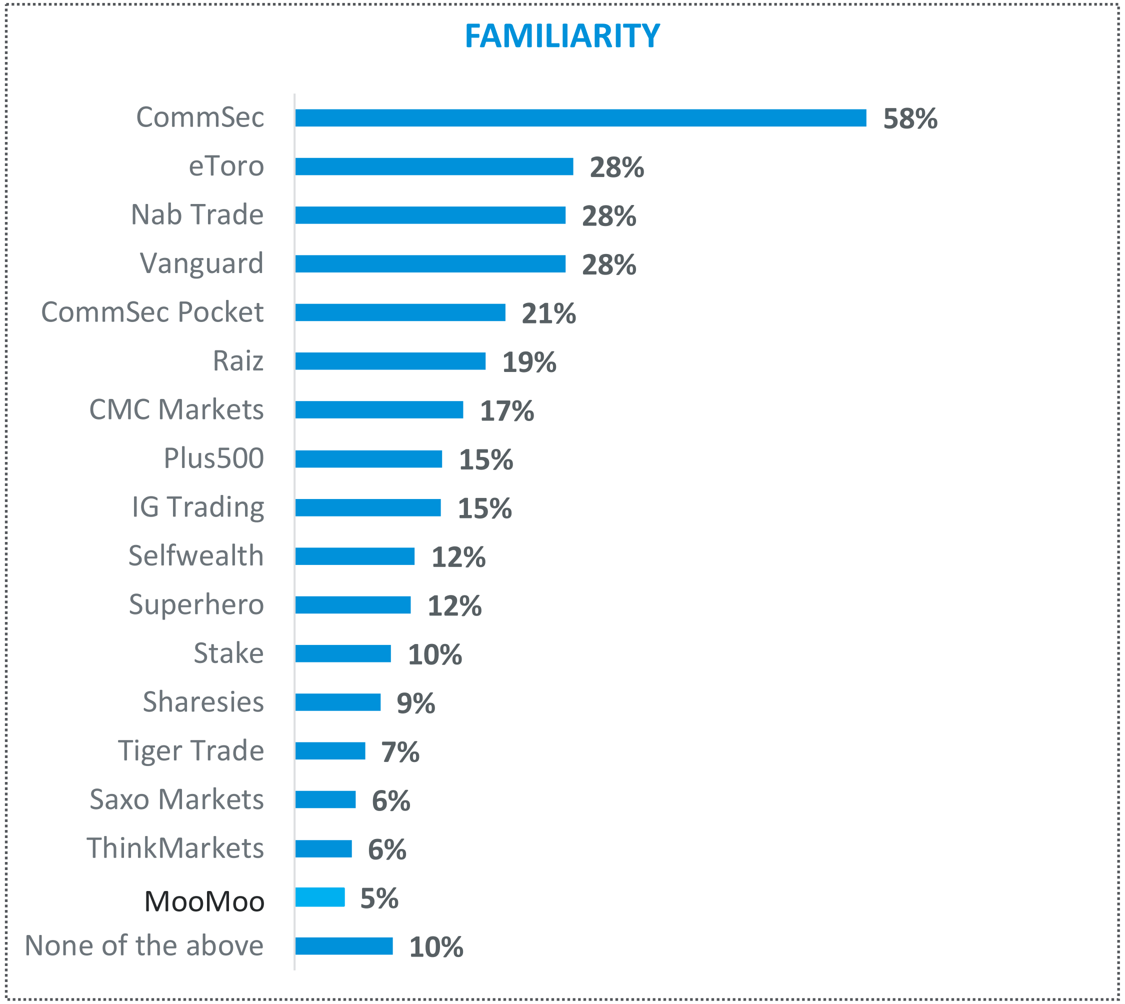
	Gender		Age Group					Household income			
	Female	Male	≤29	30-39	40-49	50-59	≥60	≤$75k	$75k-$150k	$150k-$250k	≥$250k
Not much information to guide or help me	38%	27%	33%	34%	34%	24%	33%	34%	30%	37%	29%
Customer support is lacking	26%	27%	24%	25%	29%	24%	31%	26%	29%	23%	20%
Lack of security	27%	23%	28%	24%	32%	17%	19%	29%	28%	23%	16%
Confusing to navigate through the app/website	28%	22%	25%	25%	23%	28%	26%	21%	27%	31%	13%
Sign up process is painful	26%	21%	30%	25%	20%	15%	20%	22%	28%	19%	22%

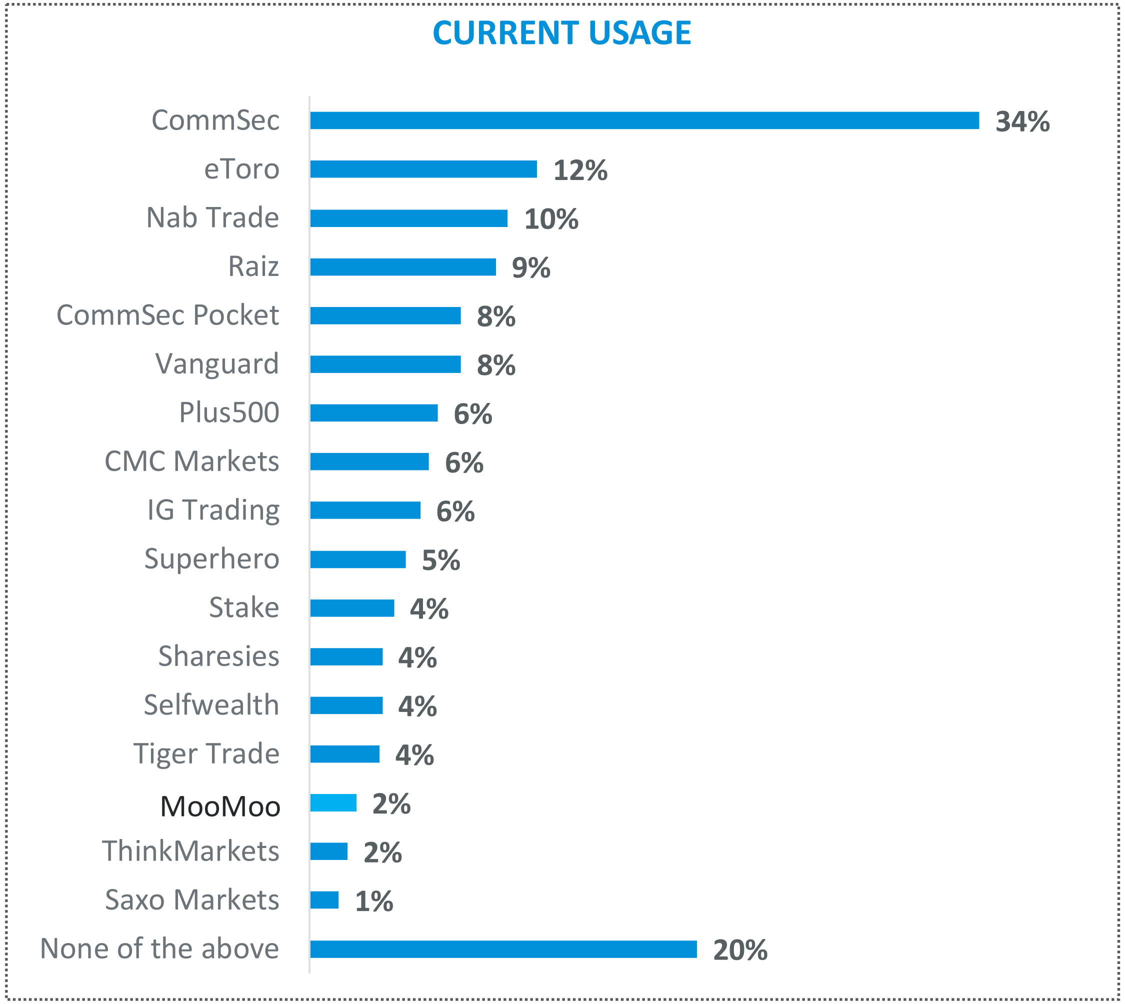
Top 5 answers only

Part 4: Brand New Every Seven Years
Longevity And Evolution

Better Data, better client understanding and more intimacy will mean adaptable
Portfolios, adaptable services and more tailored outcomes. Will it be the fund manager, the adviser
Or the platform that rules this world

Brand Familiarity and Usage

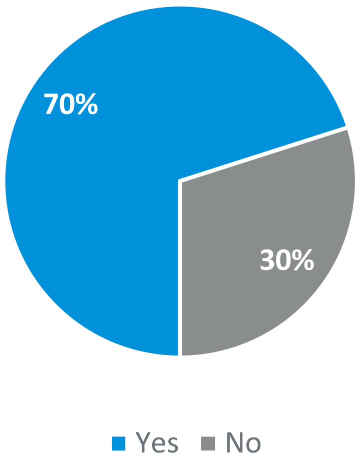




n=752 (Overall)

Platform Resource Usage to Make Investment Decisions

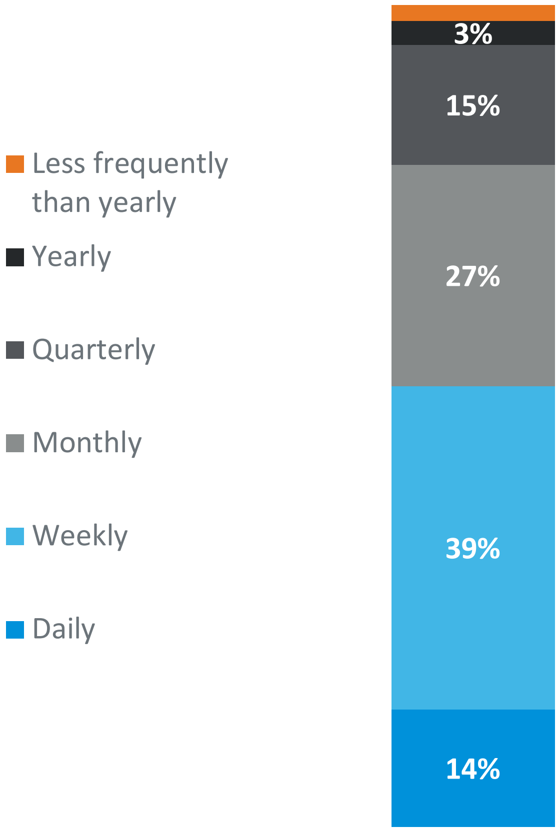
USAGE OF PLATFORM RESOURCES TO MAKE INVESTING DECISIONS



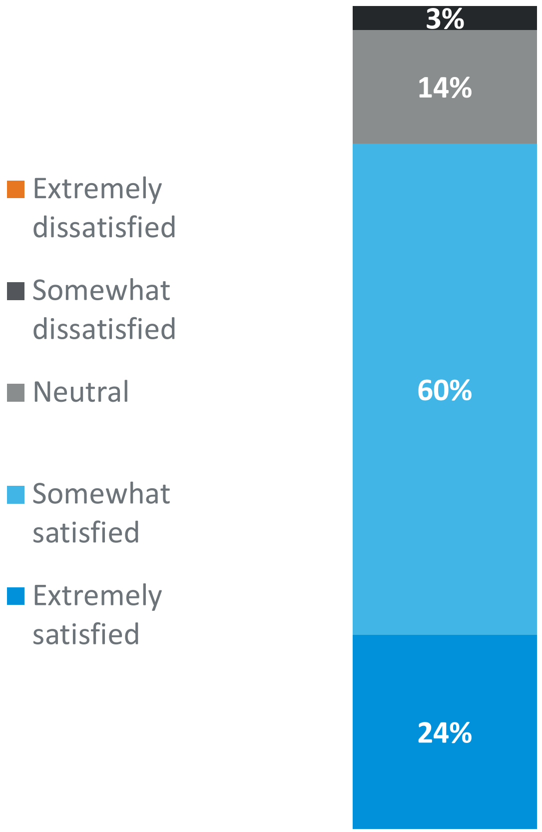
Males are more likely (76%) than **females** (64%) to use the **resources on their platform, such as historical stock data and recommendations, to make decisions**.

High income earners are also much more likely to utilise these (80%) than **lower income earners** (60%).

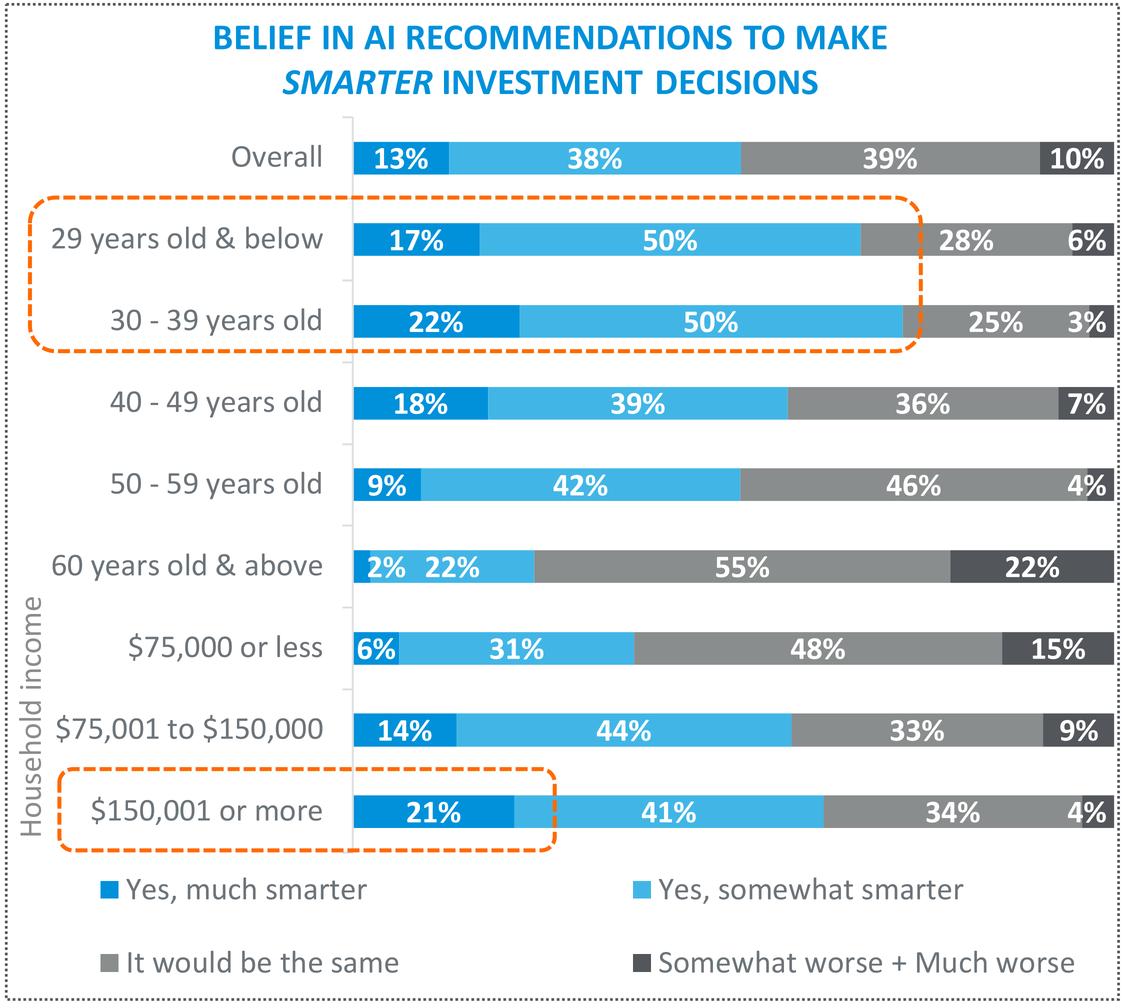
FREQUENCY OF PLATFORM RESOURCE USAGE

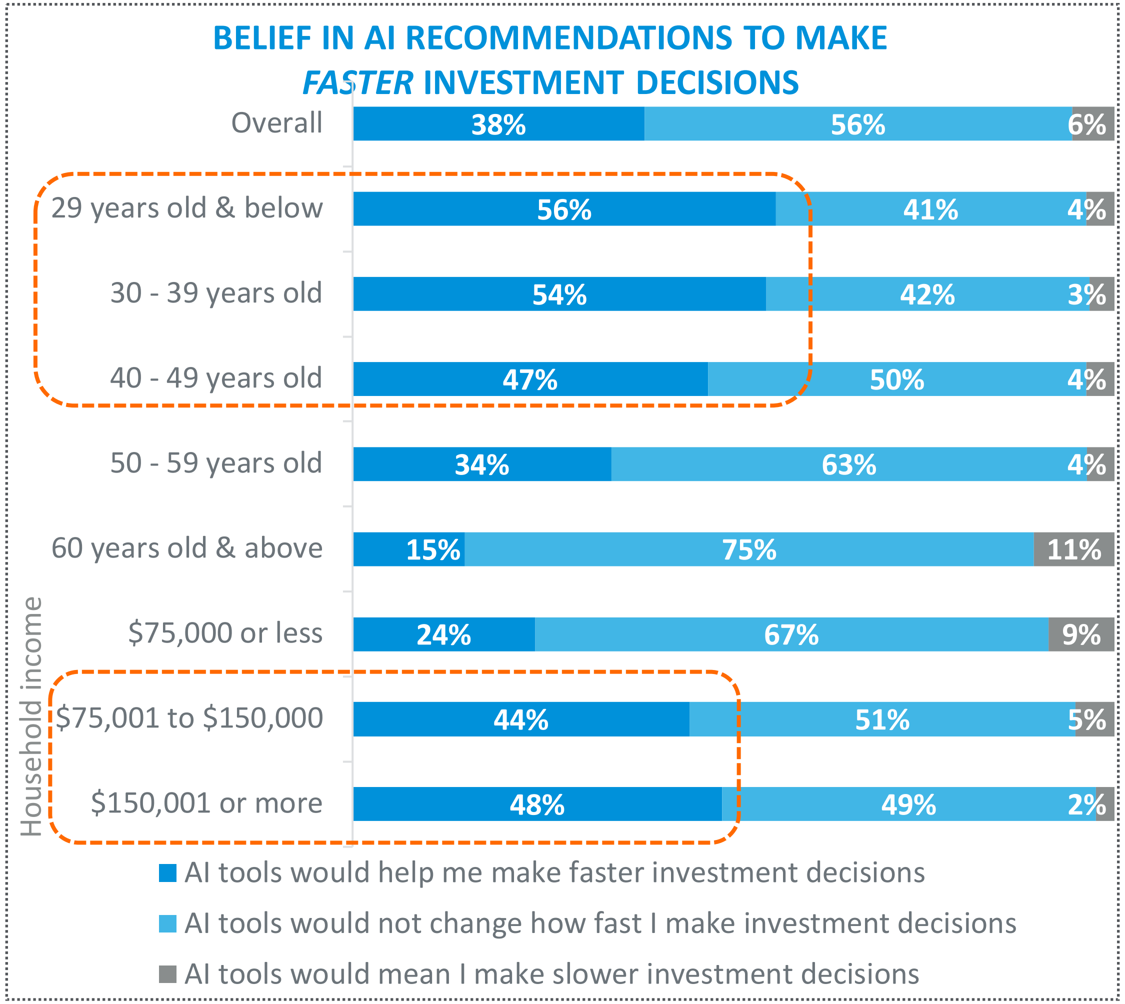


SATISFACTION WITH CURRENT PLATFORM'S RESOURCES AVAILABLE



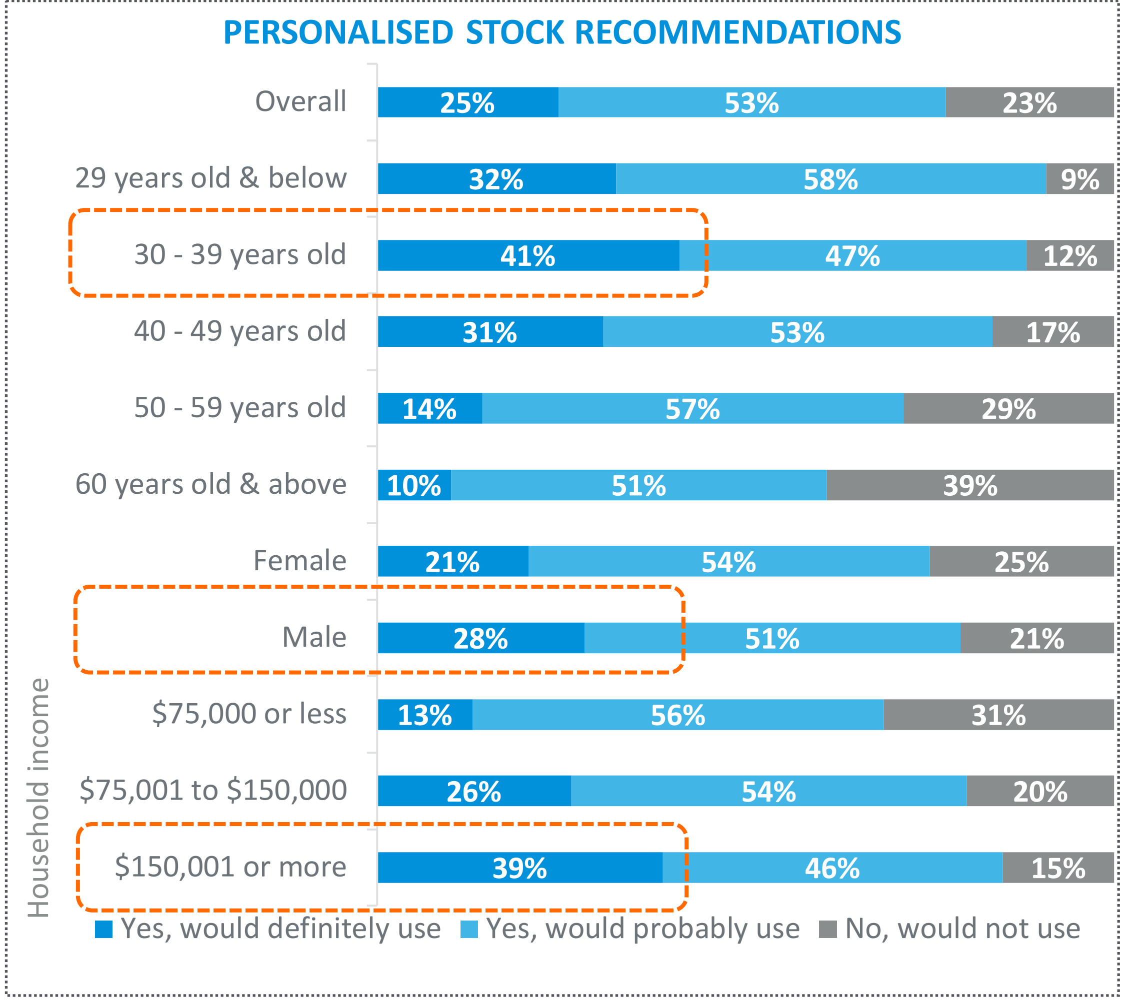
Belief in AI Investment Tools

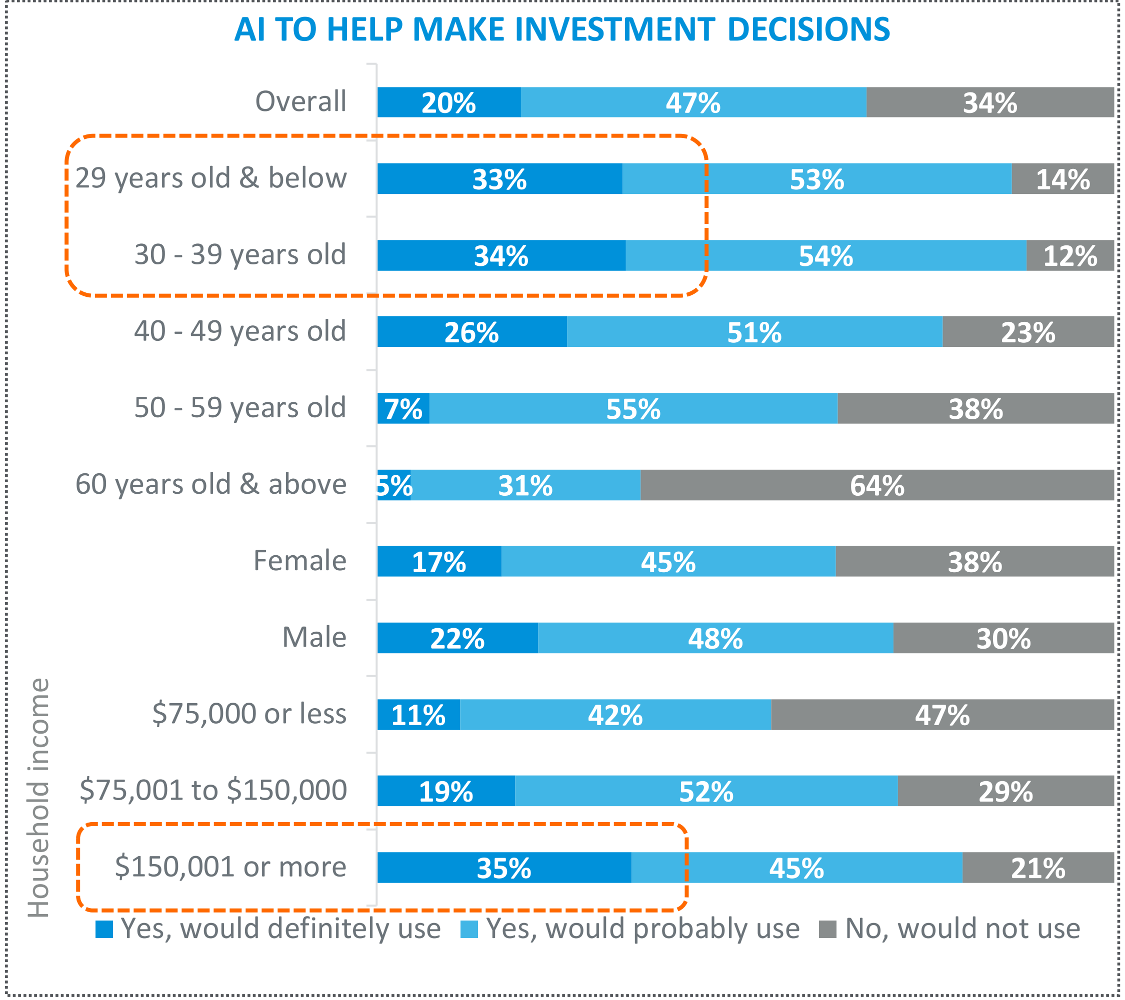




n=752 (Overall)

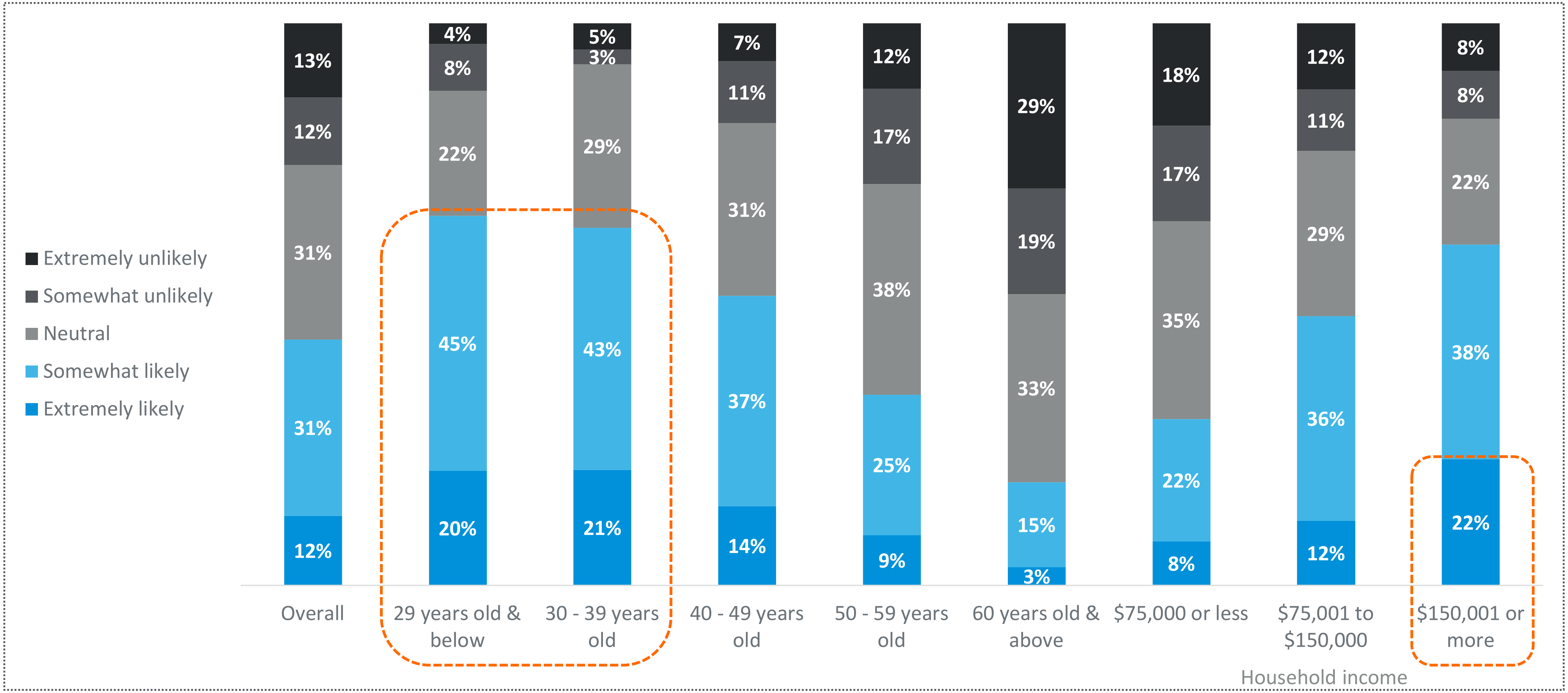
Appeal of AI Features





n=752 (Overall)

Likelihood to Switch to AI-Based System



n=752 (Overall)

20 Years In The Future

20 Years In The Future

1. Significantly Greater Intimacy
2. Most Of The Work Has Been Removed
3. AI Models Next Most Likely AND Next Most Rewarded Action
4. Service Speed Is Outrageous
5. The Provider Can Be Anywhere – Geography Is Irrelevant –
    1. Build Your Brand
    2. Build Your Point Of Separation
    3. Partner Where You Cant Compete

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