How a data partnership helped this early stage fintech start-up move faster than expected

Finity-X is a Tel Aviv-based start-up with big designs on the financial sector. They aim to launch a data-driven, fully autonomous AI trading algorithm by the end of 2020, making hedge fund investing more accessible. The founders speak to us about the importance of data in their early success, as well as the surprising financial benefits of working with a large data provider like Refinitiv.

Recognising the human limitations of big data

While big data brings big opportunity, most financial institutions have been working with data in pretty much the same way for the last 10 years. But humans cannot analyze everything that's thrown at them. This in turn inhibits data's potential. You could liken our solution to having a million quant analysts on the job. It trades on events that we know are going to happen – say a company publishes its financial reports, the AI tells us the likely outcomes and how it will affect the company, for example. It considers every possible strategy and combination and produces six billion predictions on a company/asset class – then plugs the results back into a deep learning algorithm. Of course, all of this depends on millions of reliable data signals. Plus, we needed more finance – not an easy task for a new start-up. While we immediately loved Refinitiv's data, we hadn't considered the other ways that working together would drive and hasten our crucial early successes.

> 66
> **We immediately loved Refinitiv's data. But we hadn't considered the other ways working together would drive our crucial early success as a start-up.**

We initially sought a data provider but ended up with a partner

When we first met Refinitiv it was like seeing an exciting new restaurant menu. We wanted a taste of everything – all the premium data sources combined with the best tech tools. But this is when we started to understand that Refinitiv was interested in growing with us, rather than just making an easy sale. Not only did they stop to ask the simple questions that others didn't, but they suggested we hold off on certain services. There was a lot of brainstorming. Refinitiv didn't want to give us something we wouldn't use. They are extremely flexible and we've never felt constrained, which was extremely surprising to us given we are at the opposite end of the size spectrum. Thanks to their guidance we've been able to implement tons of quality data in just three months. Crucially, they've been able to move at our pace which, thanks to their ability to scale, has been quicker than we first envisaged. And the benefits went way beyond just data...

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The Refinitiv partnership made us far more attractive to investors

So on paper you've got this really big corporate (Refinitiv) working with a start-up. But it has never felt like that to us. The reality is we work together and they have a definite interest in our future. As a young, fresh-faced start-up, it was initially hard to get funding, so there turned out to be a significant financial advantage to having a huge, respected firm like Refinitiv on board. At pitch meetings people would literally get up and leave. But when we started to work with them, the tide soon started to turn. We've since tested 197 trades thanks to the partnership, and our solution has returned 270% in 14 months. People are approaching us now and we're no longer seen as that 'idealistic start-up' anymore. Our collaboration with Refinitiv has given us the credence that has opened the doors to new investment!

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> **Our collaboration has given us credence and opened the doors to new investment!**

We're now a part of Refinitiv's open ecosystem

Tel Aviv is an attractive place for AI start-ups as the talent pool is amazing. But our own offering was incomplete without the right collaboration. Refinitiv's round-the-clock support has helped us digest the data we need a bit differently and has given us some really creative solutions. Refinitiv Intelligent Tagging helps us easily connect news data to companies for example, while MarketPsych enables us to conduct better behavioural market analysis. And given that Refinitiv's data uses standardised identifiers, we have been able to improve our models faster. Crucially, we now feel part of Refinitiv's ecosystem. In the future, we see ourselves partnering with Refinitiv Labs. Aside from aiding our success so far, this type of creativity and flexibility are prerequisites to our ambition of having a fully autonomous trading platform up and running by the end of 2020. ◼

Read more about Refinitiv Labs and other services at **refinitiv.com**

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THE BEGINNING