



## Credit Suisse Leverages the Power of Swarm AI Technology at Asian Investment Conference

### Goals in Engaging Unanimous AI

- ▶ Deliver against the promise of the 2018 Asian Investment Conference: “Sharing influential ideas and actionable advice”
- ▶ Demonstrate a breakthrough approach to predictive intelligence
- ▶ Provide value for conference participants by conducting a 2018 forecasting exercise optimized by Swarm AI technology

### Approach

- ▶ Introduce Swarm Intelligence as a natural method for amplifying intelligence
- ▶ Show how Swarm AI from Unanimous turns groups into “artificial experts”
- ▶ Create a live forecasting experiment focused on 2018 market trends using Swarm AI

### Results

- ▶ Demonstrated Swarm AI technology as a potentially disruptive tool in the financial sector for forward-thinking investment professionals and clients
- ▶ A live Swarm of conference attendees produced an AI-optimized 2018 market forecast

Credit Suisse’s **Asian Investment Conference** is widely recognized as one of the most exclusive business and investment gatherings in the Asia Pacific region. The 21st iteration of this prestigious event brought together business and political leaders including John Major, the former Prime Minister of the United Kingdom, and former White House Chief of Staff Reince Priebus in front of more than 300 corporations and 2,000 institutional investors and high-net-worth individuals.

The theme of the 2018 Asian Investment Conference was “Disruption as Usual,” and to that end, Credit Suisse invited a select group of accomplished speakers and breakthrough technologies to present “influential ideas and actionable advice” to conference attendees.

David Baltaxe, Chief Intelligence Officer of Unanimous AI, was invited to present the power of Swarm AI® technology to Credit Suisse’s guests, clients, and investors. Through a quick introductory lecture, he explained how the technology amplifies the intelligence of networked groups by connecting people together using AI algorithms. Baltaxe then demonstrated the process live, leading members of the audience in a market forecasting experiment using the Swarm AI platform on mobile tablets.

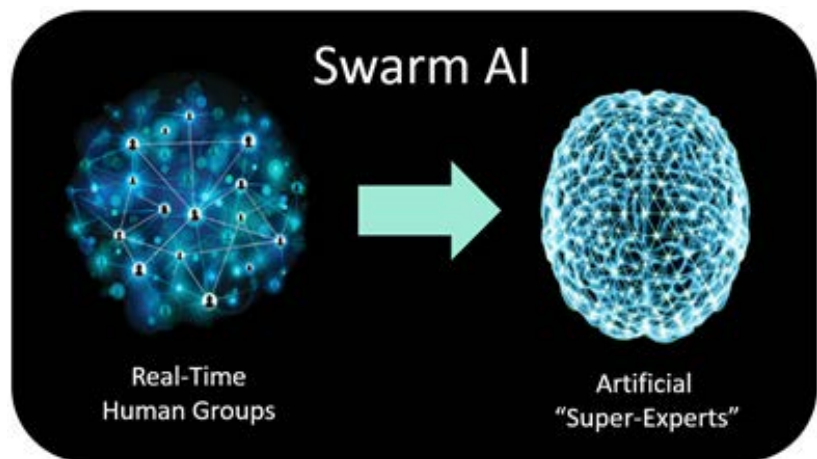


**David Baltaxe**, CIO of Unanimous AI, at the 2018 Credit Suisse conference

## Approach

### Amplifying Intelligence to Create Actionable Insight

**Unanimous amplifies human intelligence** by connecting groups of people into real-time systems to combine their thoughts, insights and intuitions into a unified and optimized output. Based on Swarm AI technology, this unique approach combines the benefits of human wisdom with the power of Artificial Intelligence, turning groups of all kinds into “artificial experts” that can generate more accurate predictions, decisions, and insights than the same individuals could provide on their own.



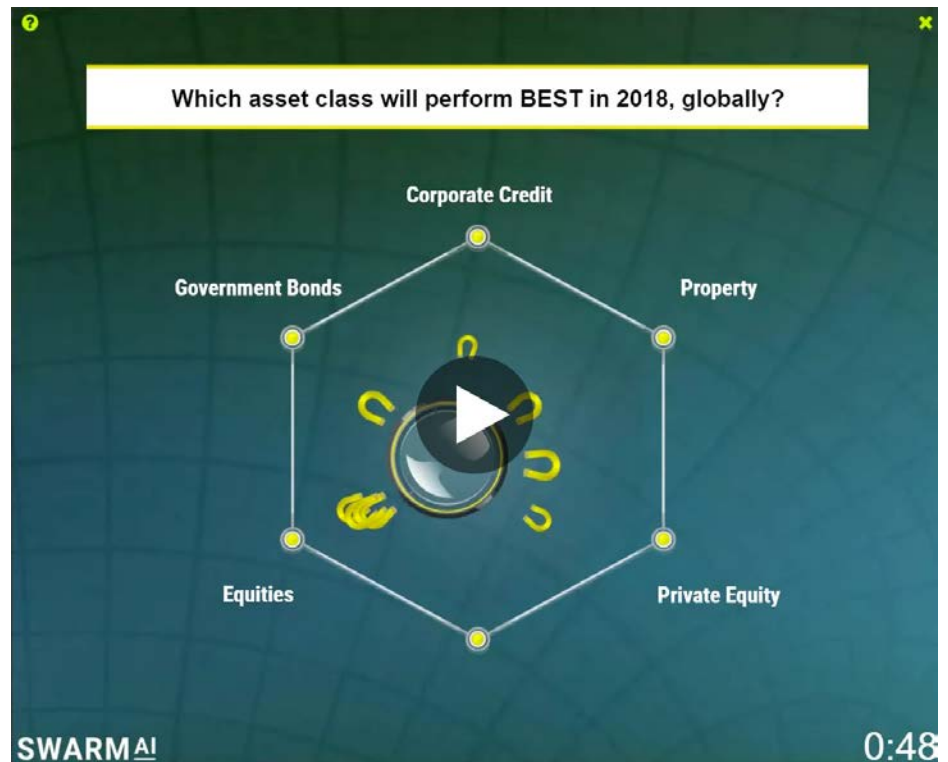
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Credit Suisse used Swarm AI technology to forecast financial performance in the upcoming year, with a focus on Asian markets.

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Swarm AI technology has an impressive track record of amplifying the intelligence of human groups. In one recent study, researchers at Unanimous AI and Oxford University tasked financial traders with predicting the movement of four common market indices (SPX, GLD, GDX, and CRUDE). Across three months of weekly testing, results showed a 26% increase in forecast accuracy when making predictions as a Swarm AI system.<sup>1</sup> In another recent study, researchers at Unanimous and Oxford tasked groups of soccer fans with predicting 50 consecutive matchups in the English Premier League. Results showed a 31% increase in predictive accuracy when forecasting as an “artificial expert” using Swarm AI.<sup>2</sup>

At the Asian Investment Conference, Credit Suisse used Swarm AI technology to forecast financial performance in the upcoming year, with a focus on Asian markets. The swarming session was led by a moderator from Unanimous AI and tapped the knowledge, wisdom, and insights of a group of expert investors attending the Asian Investment Conference. Each participant used a mobile tablet connected to the Swarm AI platform, enabling the group to work together as a real-time swarm intelligence. In the example below, the swarm of conference attendees revealed strong conviction that equities would represent the highest performing asset class, globally, in 2018.



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Combining the intelligence of a group of expert investors attending the conference and amplifying it in real-time with AI algorithms produced a comprehensive market forecast for 2018

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## Results

Highlighting the potential applications in the financial forecasting industry, Swarm AI technology bridged the gap between traditional investment strategies devised by human intellect, and the emerging AI-based approaches that have become popular in recent years. Instead of replacing human intuition and experience with algorithms, Swarm AI amplified human intelligence with AI for a “best-of-both-worlds” solution.

Presenting this idea to the Asian Investment Conference empowered Credit Suisse to deliver on its promise of sharing influential new ideas with its most important clients and investors. In addition, Unanimous AI took the concept of delivering actionable advice one step further by involving conference attendees in a dynamic, interactive forecasting experiment.

Combining the intelligence of a group of expert investors attending the conference and amplifying it in real-time with AI algorithms produced a comprehensive market forecast for 2018 which Credit Suisse published on its website - [Credit Suisse: 2018 Market Predictions by Swarm AI](#) – and across social media.

Research Link: [Artificial Swarm Intelligence Amplifies Accuracy when Predicting Financial Markets](#)

More information about Unanimous AI's participation at the 21<sup>st</sup> Annual Asian Investment Conference is available in the interview below with Melissa Lee, host of Squawk Box.

Video: **CNBC: Understanding the Power of Artificial Swarm Intelligence**



1. Rosenberg, Louis, Pescetelli, Niccolo, and Willcox, Gregg. "Human Swarms Amplify Accuracy in Financial Predictions," Ubiquitous Computing, Electronics & Mobile Communication Conference (UEMCON), IEEE Annual, New York, NY, 2017.

2. Baltaxe, David, Rosenberg, Louis and N. Pescetelli, "Amplifying Prediction Accuracy using Human Swarms", Collective Intelligence 2017. New York, NY ; 2017.