



Smart Investing With AI: **Grow & Protect Your IRA Wealth**

Featuring:





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All information and materials are for educational purposes only. All parties are encouraged to consult with their attorneys, accountants and financial advisors before entering into any type of investment.

Agenda

- 1 About Entrust
- 2 Using AI to invest with a Self-Directed IRA
- 3 Q&A Time

Meet Your Host

Mindy Gayer

Business Development Manager at The Entrust Group



Years of Retirement Industry
Administration Experience



Educating people on investing in
alternative assets with an IRA



B.S. in Business Management from
Southern Illinois University

About Entrust



About Entrust



|
4 B

Assets Under
Management



|
22k

Accounts



|
39

Years of
Service



|
1

Point of
Contact

About Entrust



- Self-Directed IRA administrators
- Knowledgeable Staff with CISP designations
- Nationwide offices
- National CE program
- In-person events and webinars
- Annual IRA Academy



How AI is Disrupting the World

How it's being used to disrupt the financial industry





Table of Contents

- The World of Algorithms
- Algorithms are Not AI
- A Flawed Landscape
- AI at work

Introduction

- **Self Made Entrepreneur** (Building and Selling Companies)
- **CEO & Executive Tech Consultant** (Growth Choice, Capital City Wellness)
- **VP Executive at Infusionsoft** (Fintech CRM Marketing)
- **Current CEO, iFlip Investor Inc.** (Fintech AI Company)

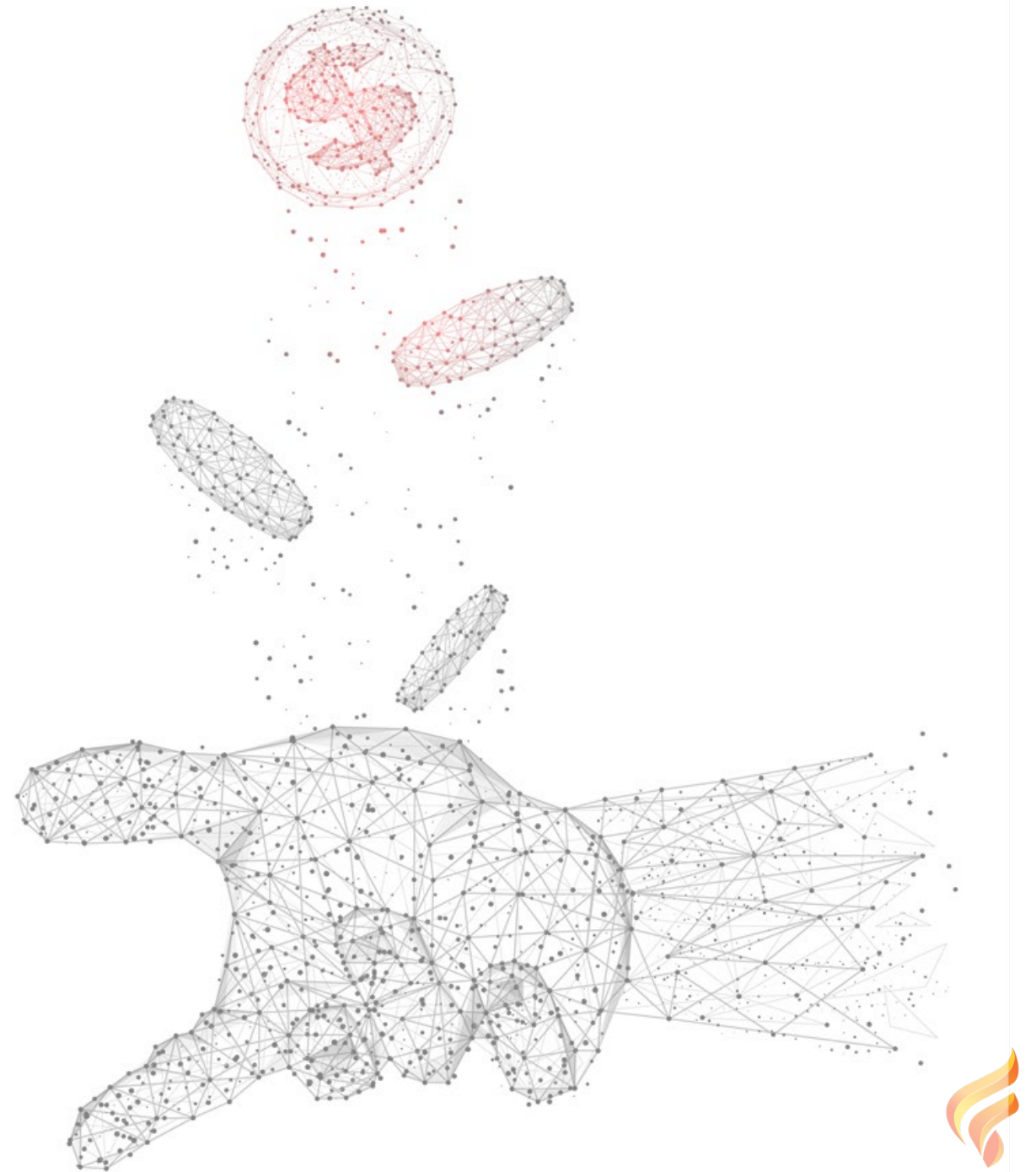


RANDY TATE

CEO/CO-FOUNDER

- Former Infusionsoft VP, helped grow company from \$60m to over \$100m in annual recurring revenue
- Executive consultant and sales trainer
- Small business/consumer software expert

Algorithms are Changing the World



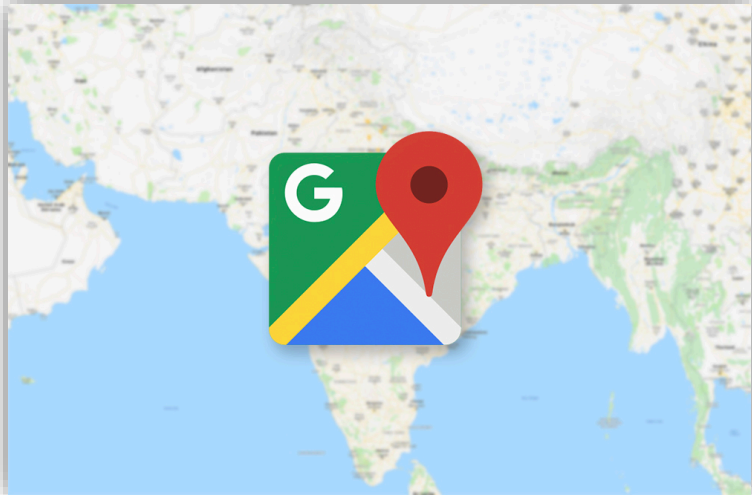
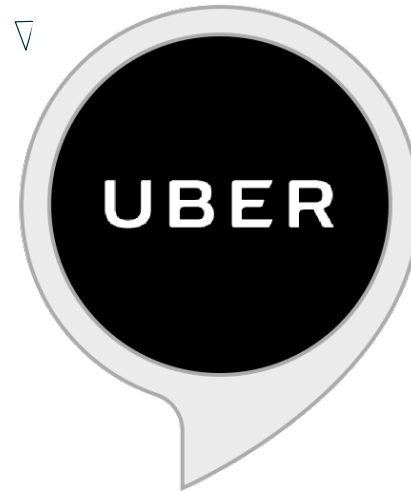
Google

Search Google or type a URL

amazon.com[®]

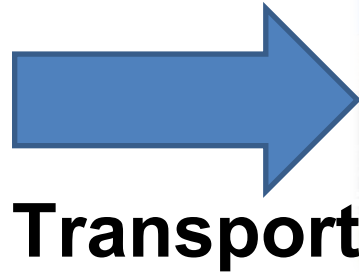
No One Can Escape
Algorithms. They're
Ubiquitous.

CNN

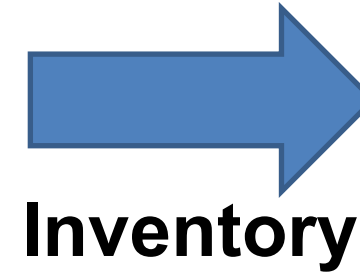
 Outlook

Block Buster Model

**Select/Buy
Millions Movies**



**Shelf Movies
9,094 Stores**



**Rent & Resell
84,300 Workers**



Customers



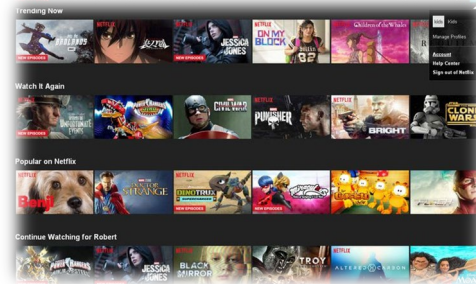
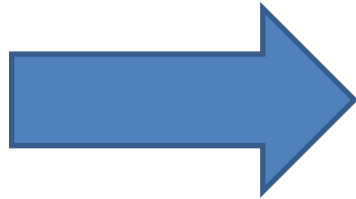
- **Drives To 1 Location**
- **Peruses Movies & Rent One-Might be rented already**
- **Needs To Return The Movie or Penalized**

Netflix's Model

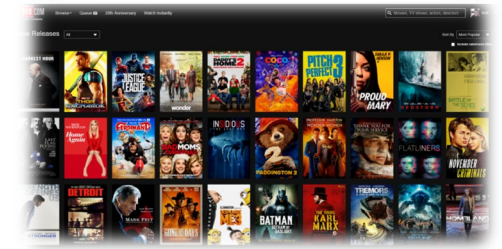
**Contracts for
Content & Creation**



**Access to Stream
1 Cloud Storage**



**Adjust Content
7,100 Workers**



Customers



- **Open App Phone or TV**
- **Peruses Movies (30 Days Free)**
- **No Other Fees (1 Monthly)**

Netflix Has More Subscribers Because...

Metrics	Blockbuster	Netflix
Employees	84,300	7,100
Locations	9094	1
Sourcing Content	Bought Movies	Contracted Content
<u>Subscribers</u>	<u>3,000,000</u>	<u>148,000,000</u>

Netflix's Competitive Edge

- **Faster** – Streaming always available (No Brick & Mortar)
- **Easier** – Access Online, App or TV (Don't have to travel)
- **Better Quality** – Better Options Available (No sold outs)
- **Simple** – 1 Transparent fee (no late fees, resell...etc.)
- **Better Infrastructure** – Less Staff Necessary

Algorithms Are Changing The Investment World



A wireframe figure of a person stands in the center, composed of thin grey lines forming a mesh. The head is highlighted with a red wireframe. Numerous small, semi-transparent triangles in various colors (red, yellow, blue, grey) float around the figure, some appearing to be part of the figure's structure and others floating independently. The background is a light grey with a subtle pattern of small dots and faint lines.

The investing landscape is flawed



A Flawed Landscape

Dated Approach:

- The pros have better tools. Why is the average investor forced to settle?
- Diversification & Goal-Based methods are ancient and riddled with unnecessary risks

Ridiculous Ambiguity:

- Few investors, if any, can ever tell you what they actually pay in fees
- Large institutions promise transparency but rarely follow through



The background is a complex, abstract geometric composition. It features a central, glowing sphere with a wireframe structure, emitting a warm, orange-yellow light. Surrounding this central sphere are numerous other wireframe shapes, including triangles, polygons, and lines, some of which are also glowing with a similar warm light. The overall effect is one of dynamic, interconnected geometric forms.

The Space is Ripe for Disruption



The 1st disruption wave

“The Robo Advisor Myth”

 Betterment

 wealthfront

 WiseBanyan

 M1 Finance



The 2nd disruption wave

“The Millennial Lure”

 Robinhood

STASH

 acorns



The 3rd disruption wave

“The Democratization Craze”

MASTERWORKS ACCRETE CAPITAL

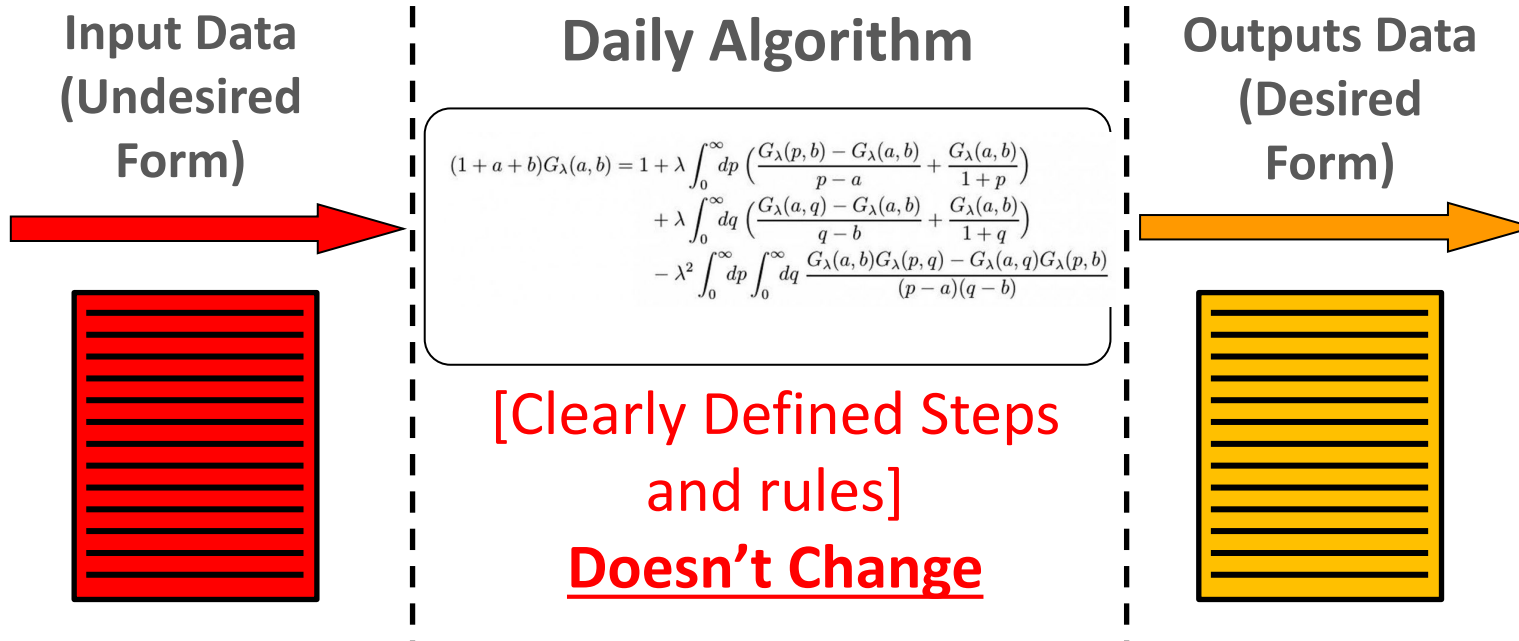
 FUNDRISE



What is an Algorithm?

al·go·rithm /'algə,riT̩həm/

- a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer

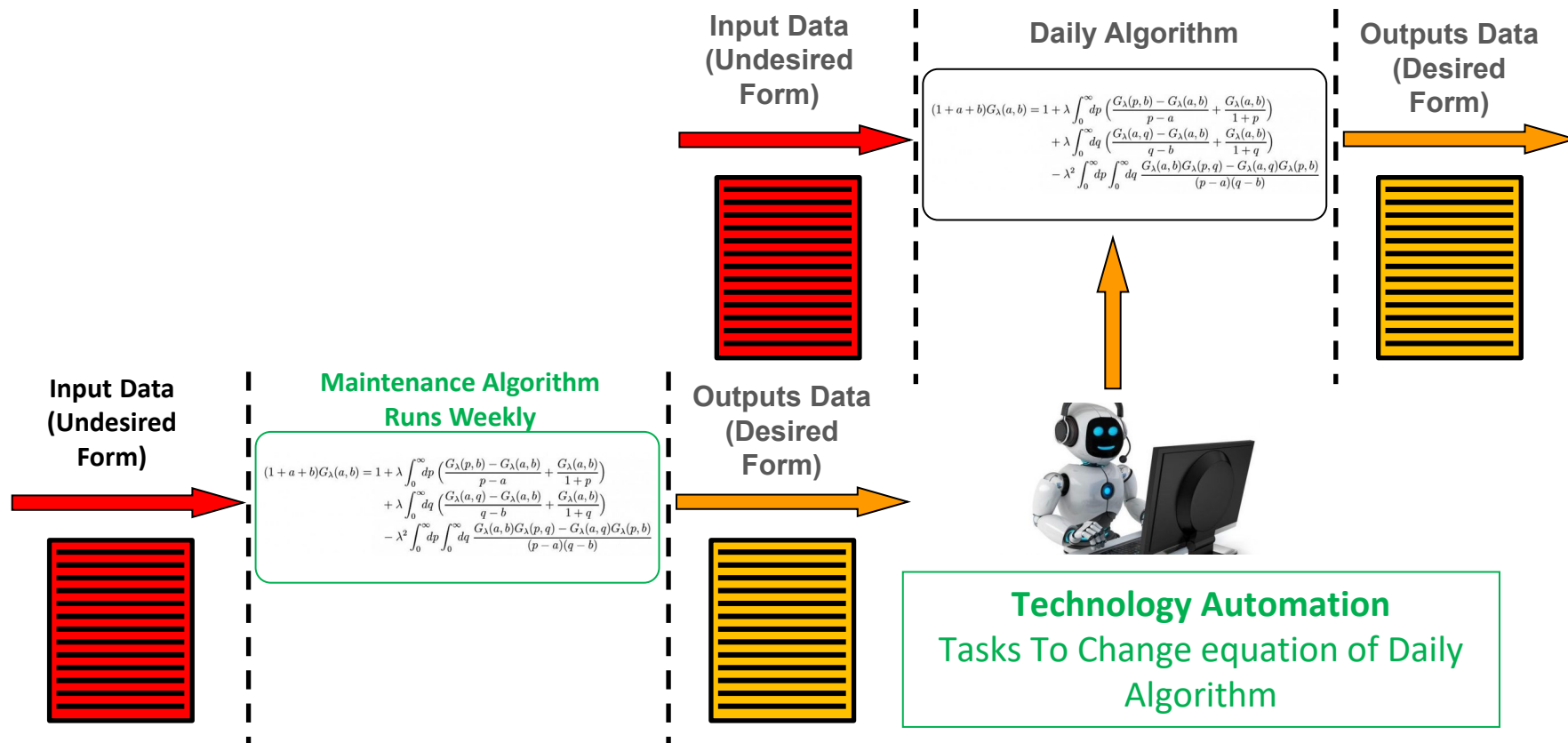


Technology Automation
Uses Consumable Data To Carry
Out A Task

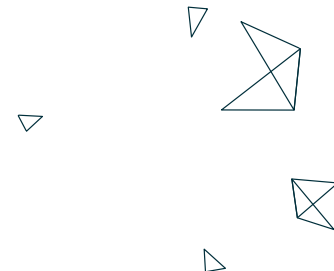
What is Algorithmic Intelligence?

algorithmic intelligence (AI)

- A process or set of rules to be followed in calculations or other problem-solving operations **that have the ability to change their own rules**



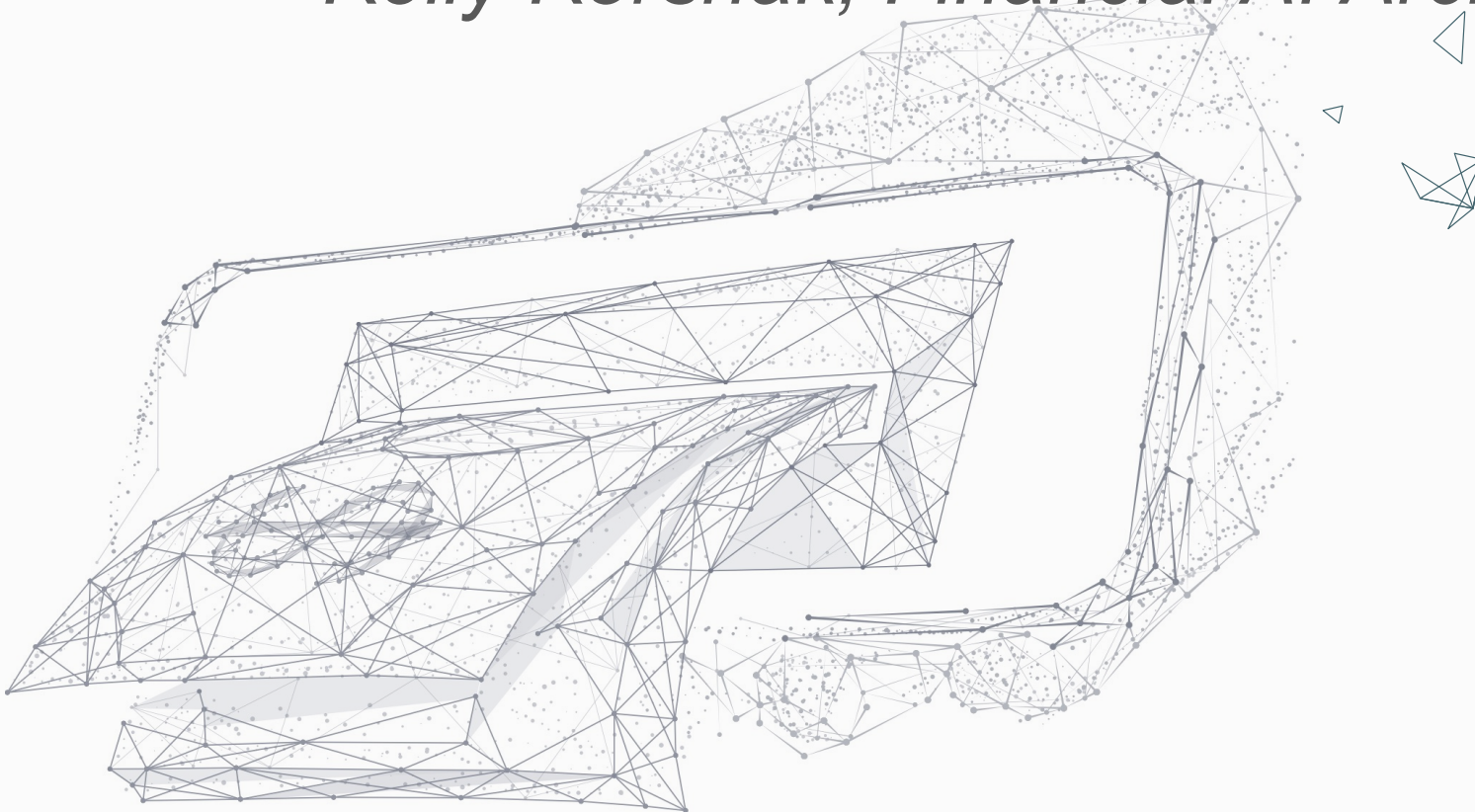
Technology Automation
Uses Consumable Date To
Carry Out A Task



Algorithmic Intelligence

“If you want to transform data which can be logically, and clearly defined algorithms will beat out humans every time...”

-Kelly Korshak, Financial AI Architect

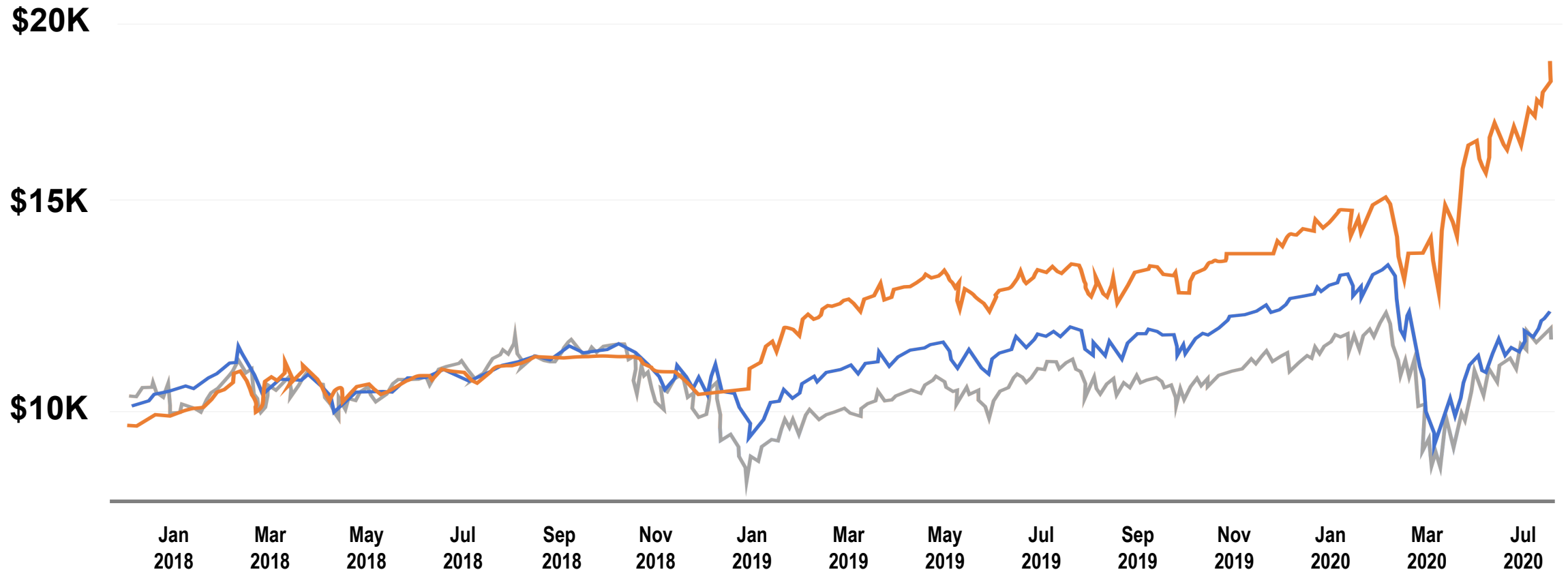




AI at Work



 **iFlip** The AI is proven: Higher Performance With Less Risk/Stress



iFlip AI

Market

Fidelity Mutual Fund

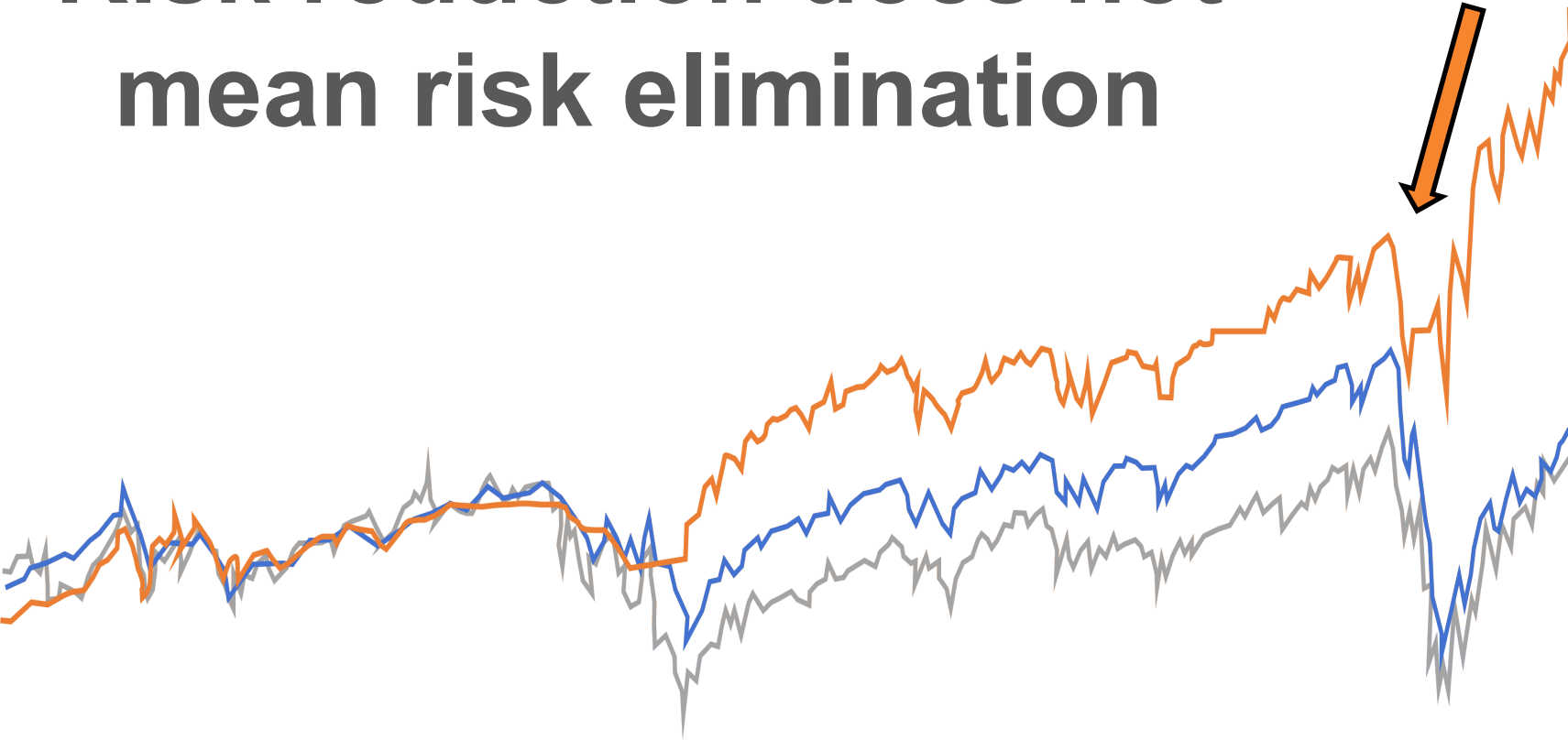
Market is the SPY and Fidelity Mutual Fund is the FCNTX.



So... Is AI Risk Free?

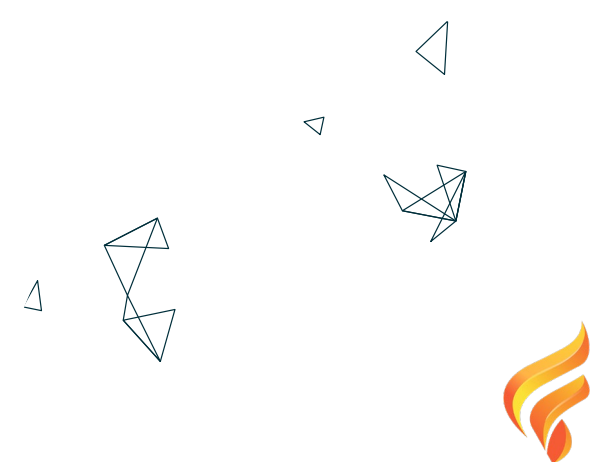
NO!

Risk reduction does not mean risk elimination





The Bottom Line





- **The Financial Space is Ripe for Disruption**
- **AI is More Efficient and More Effective than a Human**



Index Slides

Netflix Uses AI To Increase Ease/Quality

AI Movie Recommendations

AI To Show Enticing Content For Individuals

Factors they look at:

- What you rate movies
- How long you watch movies
- What type of movies you watch
- What movies you click on
- What other people similar to you watch
- How often you log on
- ...etc.



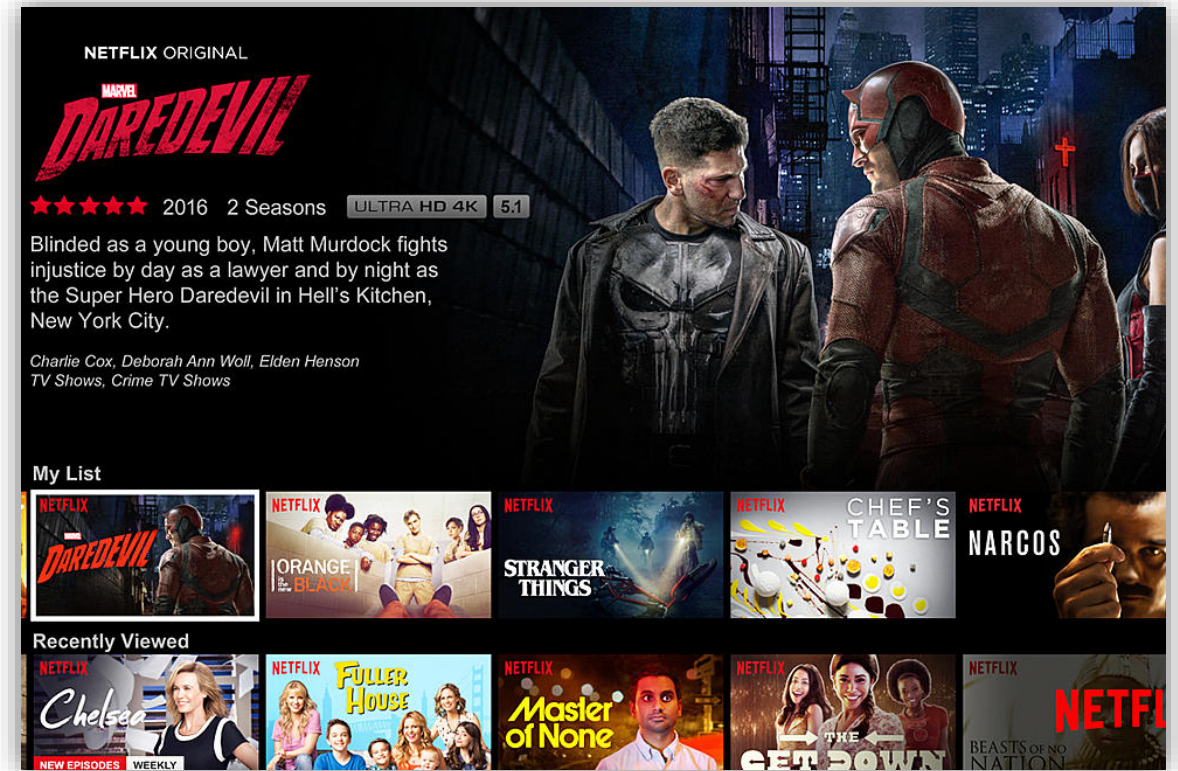
Netflix Uses AI To Increase Ease/Quality

AI auto generalization of thumbnails / artwork

AI Uses thousands of video frames from movies to select the one they'll show for each personal user

Factors they look at:

- What pictures you click on browsing
- What others similar to you have clicked on
- Similar actors or actresses of other movies you watched
- ...etc.



Netflix Uses AI To Increase Speed/Quality

AI Streaming Quality

AI Uses past viewing data to predict streaming

Factors they look at:

- Data of areas that watched the same movie based on similar users
- Load times of users in that area
- Usage for on-peak demand hours
- ...etc.



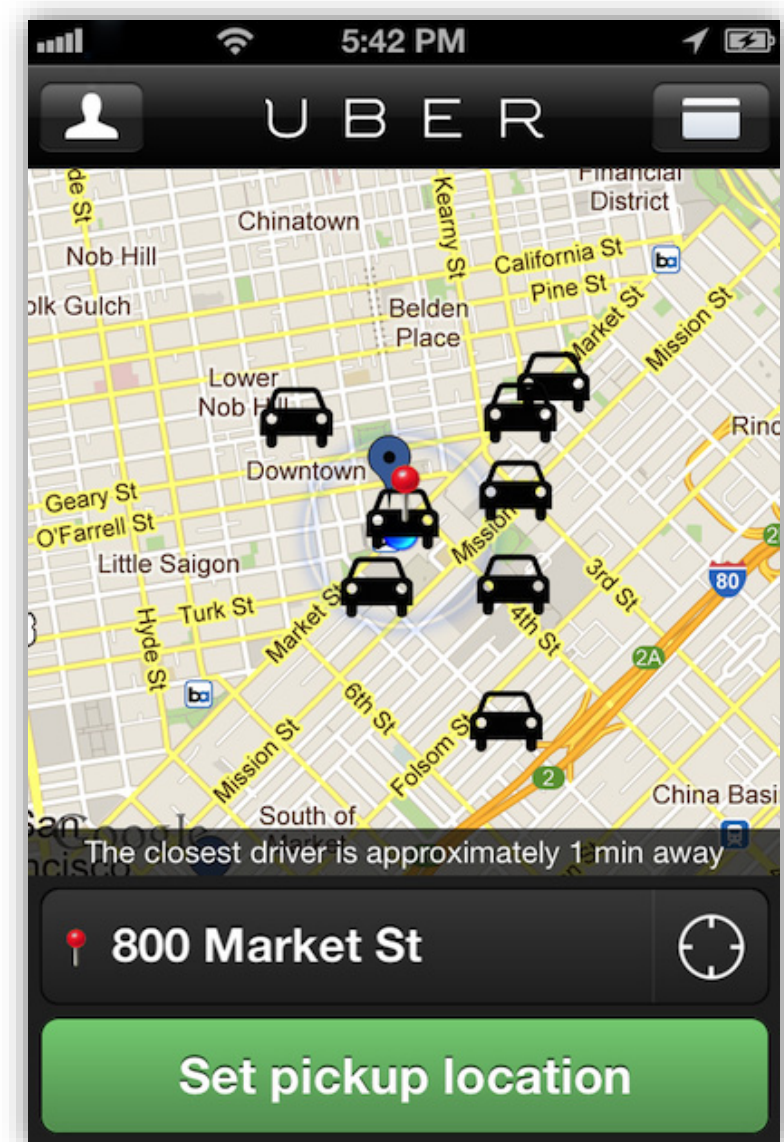
UBER AI To Increase Speed/Quality/Ease

AI Route & Driver Selection

AI Used to select drivers, and map the fastest route to location

Factors they look at:

- Past traffic data (times, speeds...etc)
- Current traffic data (times, speeds...etc)
- How fast you have traveled the route in the past
- ...etc.



Google AI Increases Speed/Quality/Ease

AI Manages Search Engine

AI Used to manage what definitions, videos, ads and websites appear.

Factors they look at:

- Site bounce rates (how long on sites)
- Site Speed Load Time
- Site Views (Organic, referral, paid...etc)
- Domain Link Authority (Authority of backlinks)
- ...etc.

The screenshot shows a Google search for "What is an algorithm?". The search bar at the top displays the query. Below the search bar, the results are organized into several sections:

- Dictionary:** A section from Oxford providing the definition of "algorithm" as a noun, meaning "a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer." It also includes a pronunciation guide and a link to "Translations, word origin, and more definitions".
- People also ask:** A list of related questions such as "What is an example of an algorithm?", "What is an algorithm explain?", "How do you write an algorithm?", and "What is an algorithm and its characteristics?".
- Videos:** A section featuring three video thumbnails: "What is an algorithm and why should you care?" by Khan Academy, "What is an Algorithm?" by Tech Policy Lab, and "What's an algorithm? - David J. Malan" by TED-Ed.
- Algorithms books:** A section displaying book covers for "Introduction to Algorithms", "The Algorithm Design...", "Algorithms + Data Structure...", "Algorithm Design", and "Grokking Algorithms: An Illustr...".
- People also search for:** A section showing related search terms like "Logarithm", "Flowchart", "Pseudoco...", "Computer program...", and "Logic".
- Related Keywords:** A section listing keywords such as "computer algorithm", "types of algorithm", "characteristics of algorithm", "algorithm tutorial", "algorithms for beginners", "what is algorithm in c", "how to write an algorithm", and "algorithm book".
- People Also Search For:** A section at the bottom showing more related search terms.

Outlook AI Increases Quality/Ease

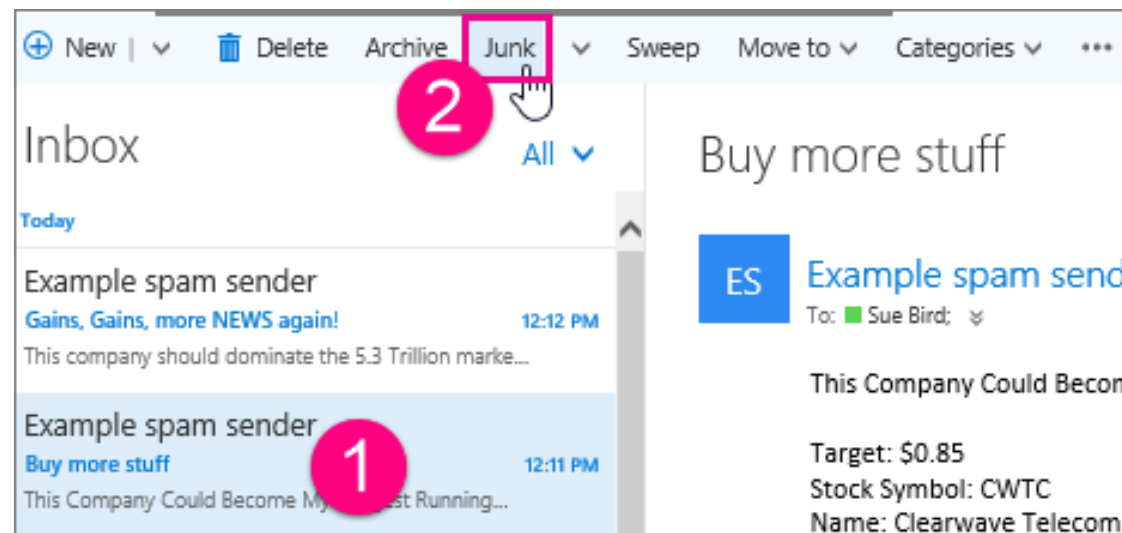


AI Manages Email Inboxes From Spam Attacks

AI Used to manage what types of emails make it to the inbox, or junk box

Factors they look at:

- Domain sender reputation
- Site Speed Load Time
- Site Views (Organic, referral, paid...etc)
- Domain Link Authority (Authority of backlinks)
- Email Content
- ...etc.



Amazon AI Increases Quality/Ease

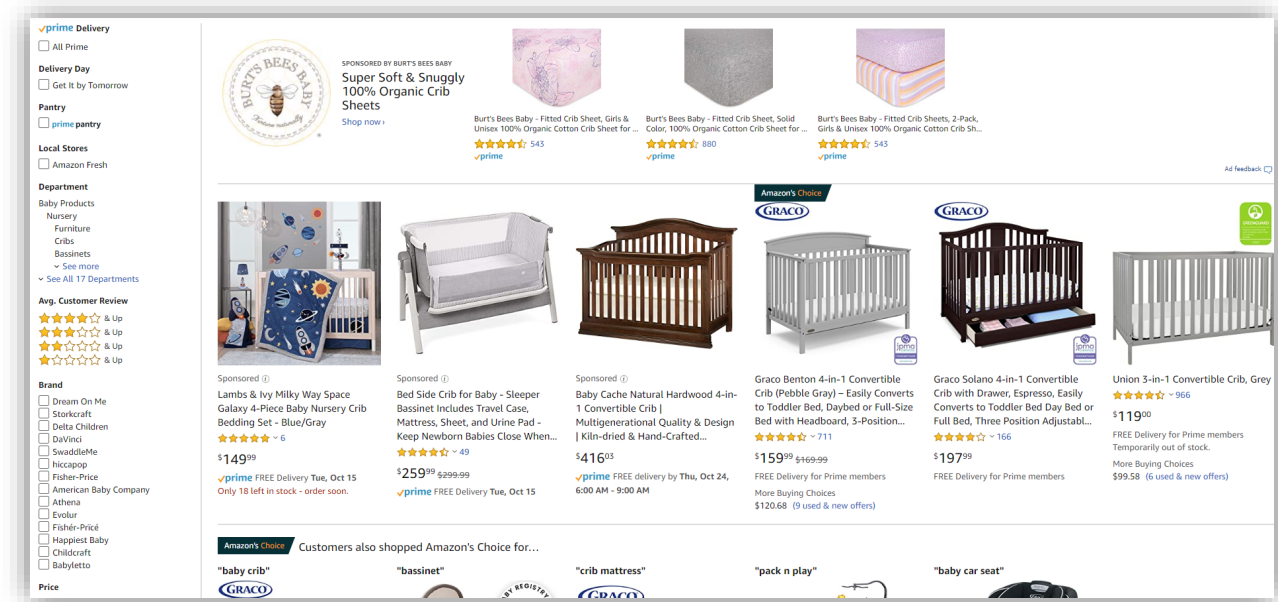


AI Manages products & recommendations

AI Manage types of vendor products you'll see 1st & recommendations

Factors they look at:

- Ratings
- Seller Velocity (time & products sold)
- Paid vs organic traffic purchases
- What % purchase rate of browsers
- ...etc.



What's Next?



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Time for Questions



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“

Only **you** can control **your** future

- *Dr. Seuss*

