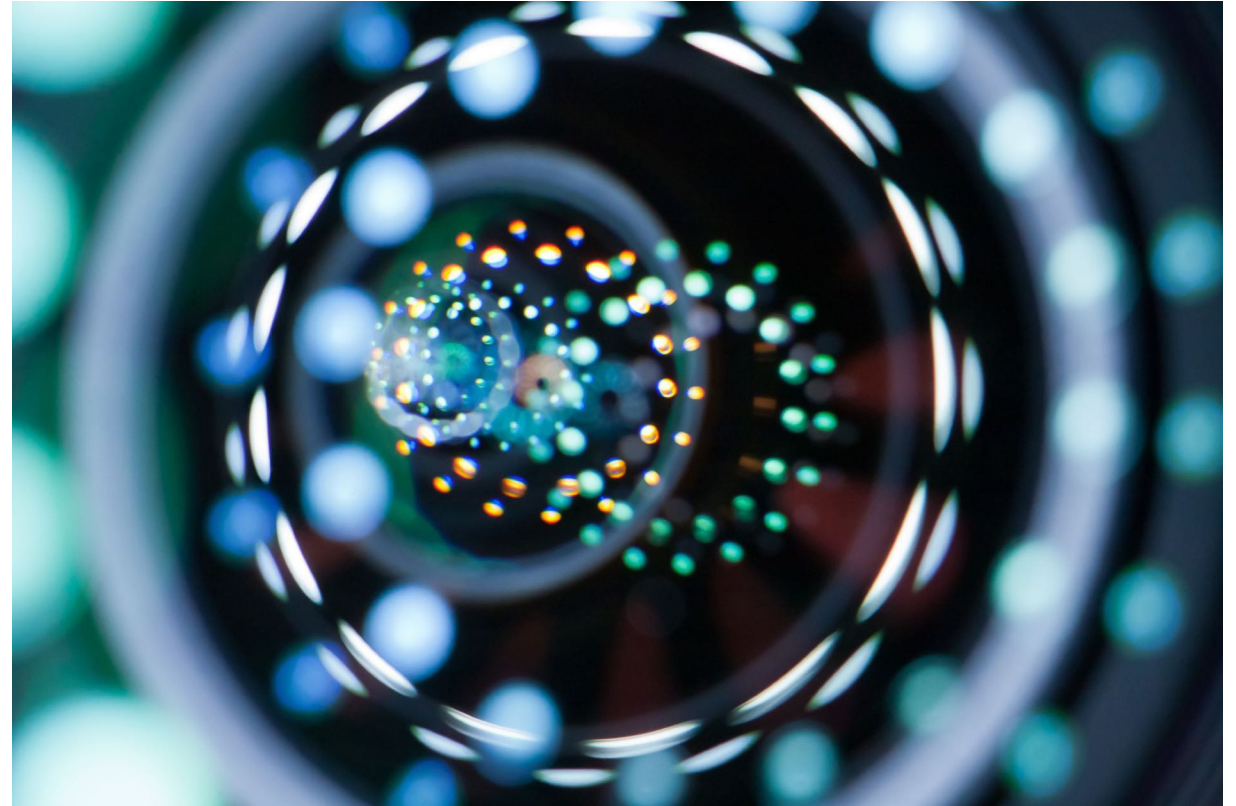


2024 Highlights




Growth Garage Web Events

- Also Available on Demand
- Increased executive engagement with NFO
- Increased database (through event registrations)


NFO'S GROWTH GARAGE: GET SMART & GET CONNECTED

AgTech - FINTECH'S ROLE IN ADDRESSING THIS MARKET OPPORTUNITY


📅 JANUARY 18, 2024
🕒 1:00 PM EDT




SEAN TRAYNOR
DataSeers



ALEX EDQUIST
Good Agriculture



CARTER MALLOY
AcreTrader



SCOTT SARTOR
CropTell

NFO'S GROWTH GARAGE: GET SMART & GET CONNECTED

BANKING AS A SERVICE EXPLAINED: WHY SOME FINANCIAL INSTITUTIONS HESITATE WHILE OTHERS FULLY ENGAGE

📅 JUNE 13, 2024
🕒 1:00 PM EDT



ROBERT ZONDAG, CTP
Wipfli



JAMES STEVENS
Troutman Pepper



MELISSA EGGLESTON
nbkc bank




CHRIS BLACK
Thread Bank and
Thread Bancorp, Inc


NFO'S GROWTH GARAGE: GET SMART & GET CONNECTED

📅 SEPTEMBER 19, 2024 🕒 1:00 PM EDT


INNOVATIONS IN AI




DANNY PAYNE
Director of Sales
Digital, Jack Henry™




GREGG HAMMERMAN
CEO
Larky




MATT KERNER
Senior Director of
Product Management,
Digital Banking, Jack Henry™




DEVON KINKEAD
Executive Chairman
Micronotes.ai



DAVID NOHE
CEO
FinGoal



JACOB SCHAEFER
Customer Success
Consultant
DeepTarget, Inc.



SHIVANI SHRESTHA
Product Owner
Financial Analysis Products,
Numerated Growth Technologies

NFO
NATIONAL
FINTECH
ORGANIZATION

NEWSLETTER

Join us on Thursday, September 28th for the next installment of NFO's Growth Garage!

AGETECH, FINTECH'S NEXT \$2 TRILLION-DOLLAR OPPORTUNITY

Sept 28th, 1pm EST
See link for free registration

Six Guiding Principles for BaaS Banks Seeking Strong Fintech Partners

NFO National Fintech Organization (NFO)
1,075 followers



July 9, 2024



By Mary Beth Marchione, MBA, CPA, CISA, CISSP

Banking as a Service (BaaS), more recently referred to as embedded banking, is not new. We continue to see this evolve through successful use cases, retailers jumping into the space (i.e., Uber/Starbucks) and regulatory scrutiny and action.

Publishing

Original Content, LinkedIn Articles & Social Media

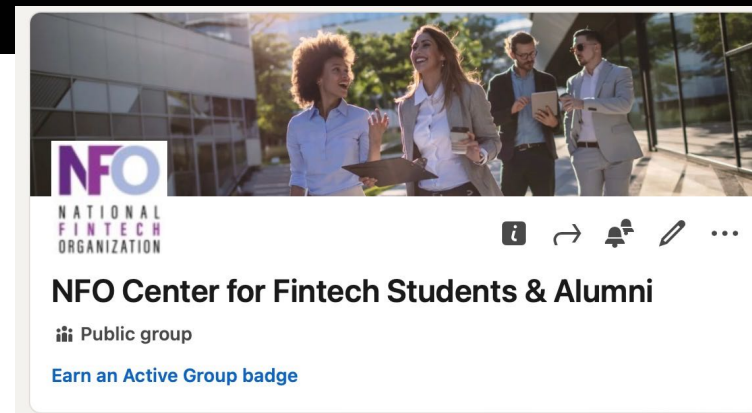
- Provides Year-round Content
- Non-profit Perspective
- Grew LinkedIn audience 15+/-%



Beyond Fraud Detection: How AI is Revolutionizing Customer Experience in Banking & Fintech

Academic Council Launched in March

The NFO Academic Council (AC) is an inclusive group of like-minded academics that work extensively in the fintech ecosystem. The goals of the council include promoting awareness of the fintech-specific education, creating a network of schools that share ideas, and creating opportunities for students pursuing fintech related education and careers.



NFO Academic Council
WELCOMES



KENNESAW STATE UNIVERSITY

Shevonne Sikes-Ramadan
Program Coordinator



NFO

NFO Academic Council
WELCOMES



Duke UNIVERSITY

Dr. Jimmie Lenz
Executive Director of the Master of Engineering in FinTech



NFO

NFO Academic Council
WELCOMES



WAKE FOREST UNIVERSITY
SCHOOL of PROFESSIONAL STUDIES

Mohamed A. Desoky, Ph.D., MBA
Academic Director and Professor of the Practice in Financial Technology and Analytics



NFO

NFO Academic Council
WELCOMES



IOWA

Jim Lewis
Executive Director, Vaughan Institute and Adjunct Instructor



NFO

4 New Members
(since March)



CHICAGO



NFO NATIONAL FINTECH ORGANIZATION

We're Headed to Tampa!
May 14-15

JOIN US!

A promotional graphic for the NFO National FinTech Organization. It features a night view of the Tampa skyline with a bridge over the water. The text 'We're Headed to Tampa!' and 'May 14-15' is overlaid in white. The NFO logo is in the top left, and 'JOIN US!' is in a black box at the bottom.

4 events in 3 cities and hundreds of connections made



Birmingham Chapter founded




Will Bryant, chair

Partnership with Searching For AI



SEEKING AI IN FINANCIAL SERVICES

 09-Sep-2024 USA [Searching For AI - Bankers Bakeoff Case Studies](#)
Golden Nugget - LIVE!!!
North America **Michigan State FCU - Meet Fran, the Credit Union virtual agent with a 98% resolution rate**

AI Category Name Conversational Banking (Bots) **AI Feature** Chatbot - Customer Service

AI Technology Large Language Models GenAI Machine Learning (ML) Algorithms

Michigan State University Federal Credit Union's external virtual agent does the equivalent work of 60 full-time equivalent employees and they did it using the boost.ai convo-banking platform. Financial institutions looking to succeed must provide customers with as accurate and timely service as possible. Beyond just maximizing efficiencies, keeping up with larger digital trends allows institutions to remain competitive, and equally important, their customers take notice. This focus is even more important to credit unions, heightened by their cooperative, member ownership structures. Operating at the leading edge of digital transformation, Michigan State University Federal Credit Union (MSUFCLU) consistently leverages its innovation lab to explore new ways to offer better technical experiences to their more than 345,000 members and over 1,100 employees. They've used boost.ai's conversational AI to implement an internal virtual agent, Gene, as well as a member-facing virtual agent Fran. Since then, MSUFCLU's AI trainer team has continued to expand Fran's knowledge and optimize the virtual agent's ability to answer inquiries, increasing its resolution rate to 98%. This has dramatically improved the member experience and allows agents to focus on more nuanced support and service inquiries.

[Searching For AI Commentary](#)

Like the success tracking and the use of AI in member service, Chatbot are an area of picking up cost savings and efficiency.

[Start Internet Research - Original Story Link](#)

<https://boost.ai/case-studies/meet-fran-the-credit-union-virtual-agent-with-a-98-resolution-rate/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at admin@searchingforai.com. Thank you. www.searchingforai.com

- Includes access to AI implementation case studies and research
- Recognition as a sponsor



<https://nationalfintech.org>

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