


NAME: AI Finance Explainer

DATE: June 16, 2025 9:13 AM


DESCRIPTION OF TECHNOLOGY

A tool which is able to generate full-on personalized explainer videos using AI. In this scan we pretend that the full project has been finished rather than being a proof of concepts / prototype.




HUMAN VALUES

-




TRANSPARENCY

This is not explained in detail.




IMPACT ON SOCIETY




As time goes on, financial literacy grows. Consumers often take out a mortgage without even fully understanding the details of this financial product. Like a mortgage, there are many financial products which aren't fully understood by consumers. We want to solve this problem by generating explainer videos with the use of AI.

STAKEHOLDERS

- Developers (iO)
- Business
- Consumers




SUSTAINABILITY




We only generate videos when a financial product is purchased, which helps prevent the creation of an excessive number of videos. To further improve energy efficiency, businesses can send forms to their consumers, allowing them to opt in or out of receiving video updates. This ensures that videos are only created when they are truly needed and not wasted.

HATEFUL AND CRIMINAL ACTORS




The tool requires consumer data to generate personalized videos. Using this data without user consent would violate the law, as would failing to disclose that the videos are generated by AI.

DATA




A video will only be generated once a consumer has bought a financial product. Therefore, the data can't fall short.

FUTURE




This technology has the potential to significantly improve financial literacy by making complex financial information more accessible. As a result, consumers will be better equipped to make informed decisions. Over time, businesses that rely on consumer confusion or a lack of financial understanding may lose their competitive edge and gradually shrink.

PRIVACY



Our tool provides factual information about the financial products a consumer owns. To do this, we require the consumers consent to process their personal data, which will be used by the AI tool. Additionally, all data processing must take place within Europe. If this is not possible, the data must be anonymized to ensure compliance with GDPR.

INCLUSIVITY



Yes, since we use Generative AI (GPT-4o), a certain level of bias may remain present in the project.

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**HUMAN VALUES**  
**How is the identity of the (intended) users affected by the technology?**  
  
To help you answer this question think about sub questions like:  
  
- If two friends use your product, how could it enhance or detract from their relationship?  
- Does your product create new ways for people to interact?...




**TRANSPARENCY**  
**Is it explained to the users/stakeholders how the technology works and how the business model works?**  
  
- Is it easy for users to find out how the technology works?  
- Can a user understand or find out why your technology behaves in a certain way?  
- Are the goals explained?  
- Is the idea of the technology explained?  
- Is the technology company transparent about the way their...




**IMPACT ON SOCIETY**  
**What is exactly the problem? Is it really a problem? Are you sure?**  
  
Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine...




**STAKEHOLDERS**  
**Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by...**  
  
When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.  
...




**SUSTAINABILITY**  
**In what way is the direct and indirect energy use of this technology taken into account?**  
  
One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?




**HATEFUL AND CRIMINAL ACTORS**  
**In which way can the technology be used to break the law or avoid the consequences of breaking the law?**  
  
Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder...




**DATA**  
**Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into...**  
  
There are fundamental issues with data. For example:  
  
- Data is always subjective;  
- Data collections are never complete;  
- Correlation and causation are tricky concepts;  
- Data collections are often biased;...




**FUTURE**  
**What could possibly happen with this technology in the future?**  
  
Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?



**PRIVACY**  
**Does the technology register personal data? If yes, what personal data?**  
  
If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like...



**INCLUSIVITY**  
**Does this technology have a built-in bias?**  
  
Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases....



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