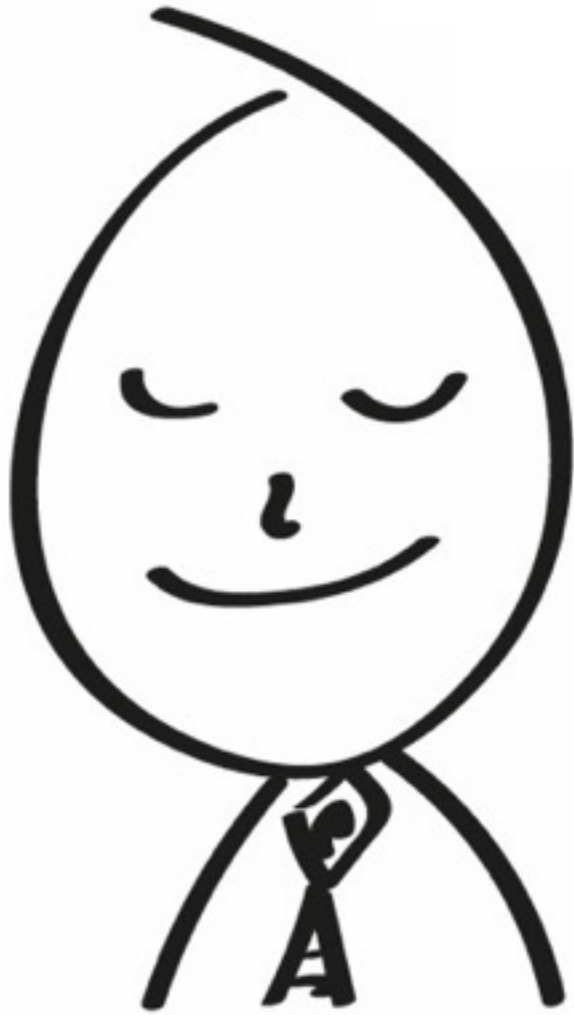




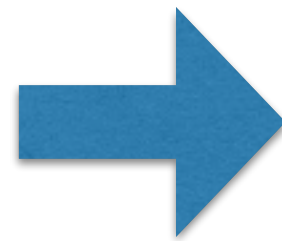
preDICTo



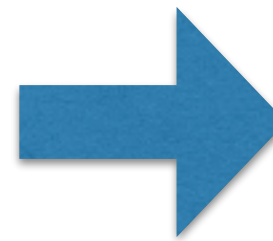
Financial News

Analyze & Predict

Potential  
Customers



preDICTo



 **SWISSQUOTE**

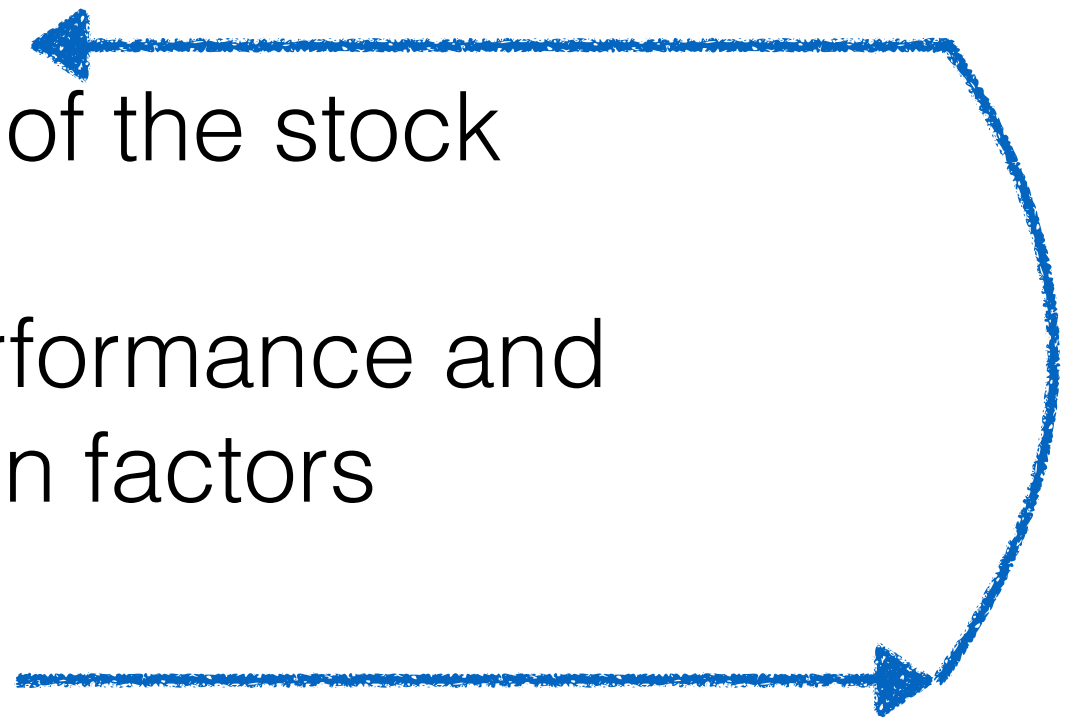


**Julius Bär**

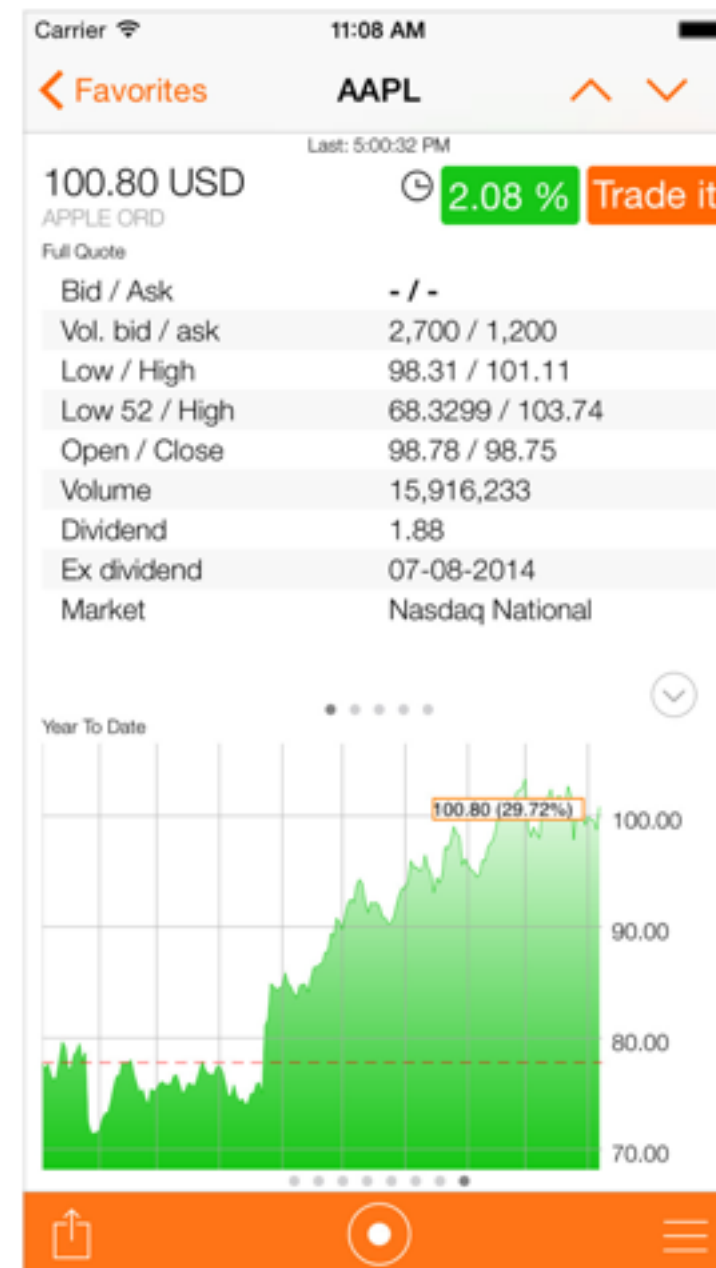
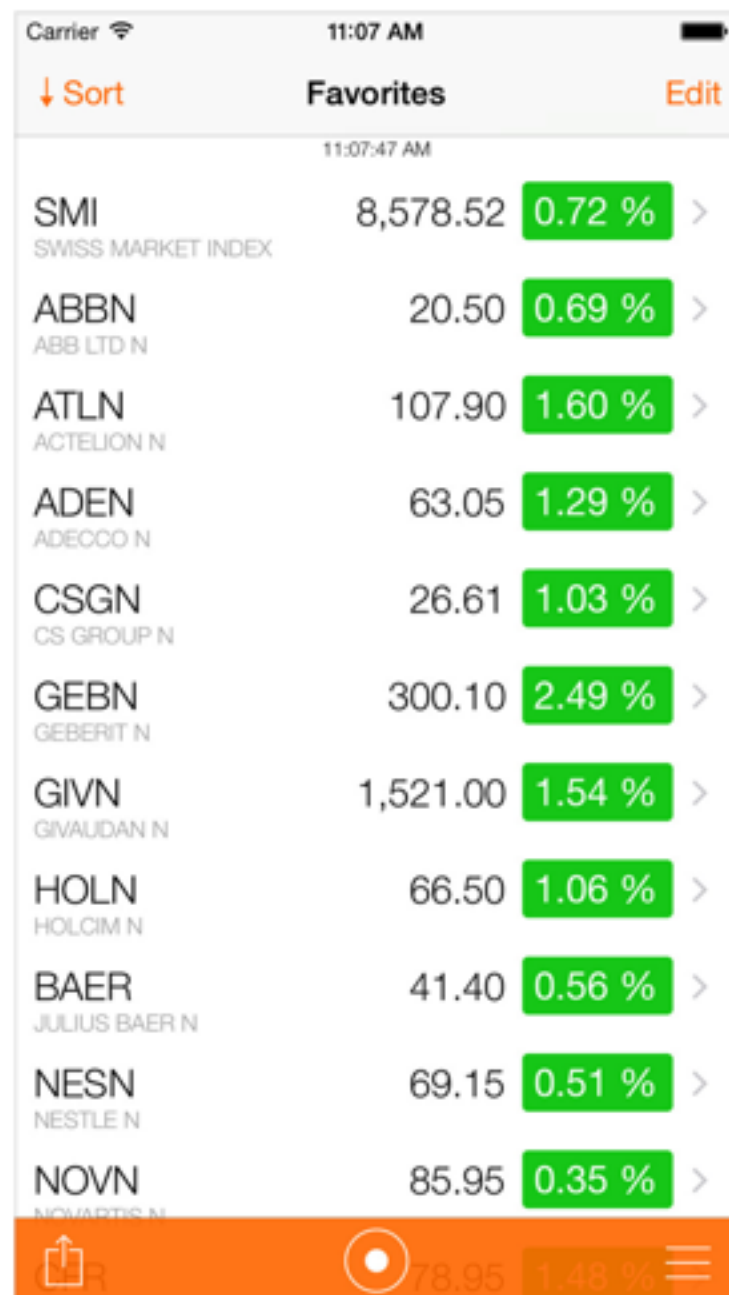


# what is preDICTo

- Crawl financial news
- Analyze Sentiment using IBM tools for Natural Language Processing
- Give a prediction on the future of the stock
- preDICTo assesses its own performance and applies learning to its prediction factors



# Example: Existing Swissquote App



[Favorites](#)

AAPL



Last: 5:00:32 PM

100.80 USD

APPLE ORD



2.08 %

Trade it

Full Quote

Bid / Ask

- / -

Vol. bid / ask

2,700 / 1,200

Low / High

98.31 / 101.11

Low 52 / High

68.3299 / 103.74

Open / Close

98.78 / 98.75

Volume

15,916,233

Dividend

1.88

Ex dividend

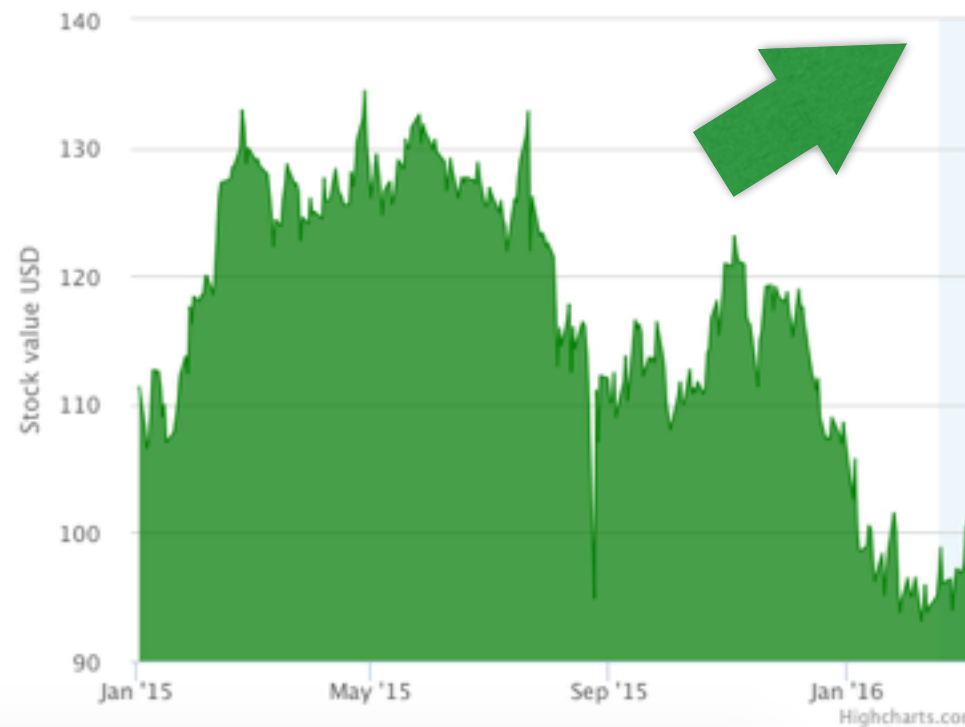
07-08-2014

Market

Nasdaq National

preDICTo

Apple stock







**"Watch the news with the sound turned off.  
You're suffering from information overload."**

# automation is better than humans

- but humans like to trade
- how about we give them a tool to make them better
- predicto

# Who is our customer

- Customers of a trading app or e-banking website
- Which stocks should I buy?
- Help.



# NEWS

- Start presentation with news overload. then go to what we do.
- Why do we need a machine to help us with news?
- - overload
- - recognize patterns

# Story for app owner

- How do you keep customers happy?
- Help them to do informed trades.
- Use Predicto

# What is it

- Stock predictions based on natural language processing of news
- Getting the information by crawling trusted news sources and rating them with keywords
- Machine learning through judging the predictions with the actual stock movement
- API - to enhance existing apps or websites and add additional service for customer

# Open Questions

- Whats the duration of the news that's analyzed?
- How far in the future is the prediction