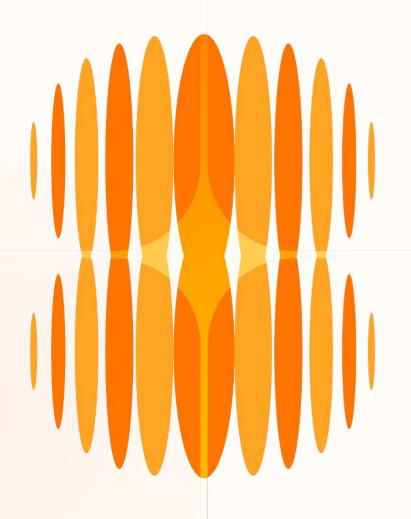
## Al: what it means to performance & reporting

PMAR Conference 2024







#### ALKYMI



# Who did a POC last year?

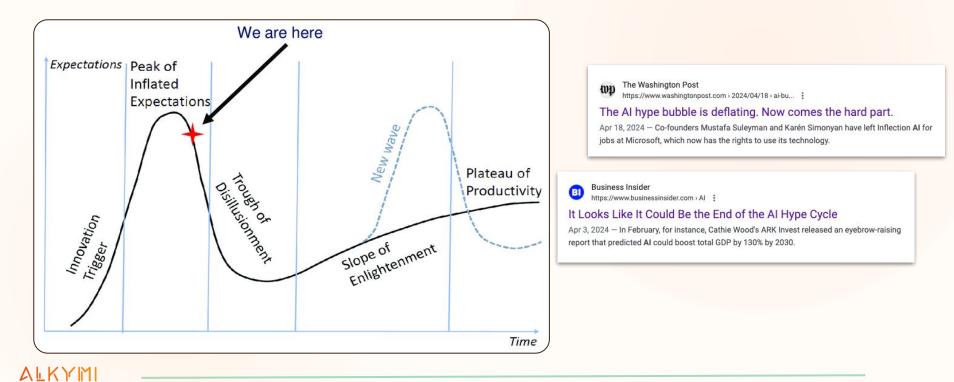


## What we're discussing today

- Reality vs. our expectations for AI
- How to think about AI in performance and reporting
- Getting your first project in place
- Leadership



## We have unrealistic expectations of what AI can actually do now vs. what it will be able to do eventually



## Not all is lost!

Where AI can help us today in asset management?

- Source new insights from all our data
- Remove the pain of unstructured data
- Find and synthesize data, even in lengthy documents
- Complete tasks faster and more accurately
- Improve the 'client' experience



Matt Turck • Following Managing Director at FirstMark 5d • (\$)

2023: "I hope Generative AI doesn't kill us all!"

2024: "I hope Generative AI goes from proof of concept experiment at my company to small production deployment to read PDFs in the next 12-18 months!"

...

#### THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE

INFRASTRUCTURE	ANALYTICS	MACHINE LEAR	NING & ARTIFICIAL INTELLIGENCE	APPLICATIONS - ENTERPRISE
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Version 1.0 - March 2024 @ Matt Turck (@mattturck), Aman Kabeer (@AmanKabeer11) & FirstMark (@firstmarkcap) Biog post: mattturck.com/MAD2024 Interactive version: MAD.firstmarkcap.com Comments? Email MAD2024@firstmarkcap.com

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FIRSTMARK

## Where AI fits in your firm today

Back office			Middle office			Front office					
Fund Administration		Acc	ccounting		Investment Operations		Investor Relations		Asset Mgmt		
Investor Allocations & Accounting	Investment Accounting	GP Economic Mgmt	Vesting		Transaction Management		Reconciliation Processing	Prospecting and Due Diligence	Relationship Management		Asset Gathering
Complex Structures (SPV)	Expense Allocations	Financial Accounting Reporting	& Forecasting & Analyt	ics	Data Management		Client Reporting	Investor Meetings and Presentations	Investor Onboar AML / KYC	ding &	Research
Calls and Distributions Reporting	Valuations	Realizations	Carry Plan Administration		Performance & Analytics		Client Data Warehouse	Contact Management	Marketing		Portfolio Modeling
Investor Activity Processing	Quarterly Reporting & PCAPS	Tax Forms, Reports, and Estimates	Tax Compliance								
Month End and Quarterly Close	Financial Reporting	Tax Books and Recor	ds Reconciliation		Legal and Compliance		Deal Management				
Management and Performance Fee Calcs	Waterfall Automation	General Ledger	NAV Calculation		Compliance Policie and Procedures	es.	Regulatory Compliance	Deal Pipeline Management	Relationship Management		Real Time Analytics
Treasury and Management Management Expension		Expense Management		Legal and Tax Structuring		Contract Management	Due Diligence	Business Develo	nmont	Third Party Data Integration	
Wire Processing	Cash Management & Forecasting	Accounts Receivable	Accounts Payable				Portfolio Management				
Cash Reconciliations	Credit Facility Management	Financial Planning & Analysts (FP&A)	Ownership Allocations and Reporting					Investment Funding and		apital Cal	and Distribution Events
	5							Financial Performance a Operations Analysis	ind Va	aluations	
Information Technology and HR Hiring & T		Hiring & Terminations	Performance Evaluations				Portfolio Analytics and Reporting Budgeting Analysis		/ Forecasting / Scenario		
Operations and Support	Document & Data Management	Software Mgt. and Maintenance	Workforce Planning		ployee Relations			Deal Value Creation		eturns Att enchmarl	ributions and king
				_				Portfolio Company Mgn	nt		

### Don't overthink it!



One project at a time—get a win in



LOBs can make progress absent of big AI strategy



ΔΓΚΥΜΙ

Small use cases can have big impacts, build muscle

### Leadership - the missing ingredient

Change always requires leadership

Driving AI into the core of investment management, demands **data** expertise and business understanding

Performance professionals (you!) are ideally suited to drive change with AI

Performance has always been about data... AI just helps you get more information, faster for better insights

## Thank you

Harald Collet CEO & Co-founder

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#### AFKAMI