

# AI TECH SPRINT REPORT

## BACKGROUND

- [PIMFA WealthTech](#) is a marketplace and network that drives engagement around the adoption of new technologies in the wealth management and financial advice and planning advice sector. It is led by an [Advisory Council](#) that covers the breadth of the industry.
- Along with our strategic partner Morningstar, PIMFA WealthTech undertake a series of 'tech sprints' throughout the year to explore where Fintech's and new technology solutions can help address specific challenges and opportunities for the industry.
- The latest tech sprint, held in April 2025, explored how AI could help wealth managers and financial advisers enhance operational efficiency by optimizing end-to-end processing across front, middle and back-office functions.
- This briefing note summarises the findings from the AI tech sprint and the solutions presented by the five Fintech participants.
- These demonstrations showcased a range of innovative solutions that leveraged AI to address key challenges and opportunities around personalised advice and investor engagement, document automation and portfolio intelligence. All of which could redefine how firms can streamline operations and deliver value at scale.
- The Morningstar Intelligence Engine was made available to the participants, offering a robust platform for building, testing, and deploying generative AI applications. It includes evaluation tools for accuracy and reliability, access to Morningstar's data and research, and supports external content via storage and API connections.

## THE PROBLEM STATEMENT

**How can wealth management and financial advice firms leverage AI to enhance operational efficiency by optimizing end-to-end processing across front, middle, and back-office functions?**

## THE TECH SPRINT FINDINGS



The Fintech's showcased a diverse range of AI-driven solutions that collectively addressed key inefficiencies across the advice lifecycle.

Their innovations spanned:

- **Front-office engagement:** Conversational AI agents and digital assistants that personalise client interactions, support onboarding, and improve investor activation, particularly among underserved demographics.
- **Middle-office intelligence:** Tools that automate advice generation, portfolio analysis, and persona-based segmentation, enabling advisors to deliver tailored insights at scale.
- **Back-office automation:** Platforms that streamline document processing, data reconciliation, and CRM integration, significantly reducing manual workloads and improving data accuracy.

### Across all solutions, common themes emerged:

- Adoption of multi-Large Language Model (LLM) architectures to ensure accuracy, traceability, and compliance.
- A focus on human-in-the-loop design to balance automation with oversight.
- Emphasis on personalisation and behavioural insights to drive engagement and decision-making.

These demonstrations highlight the growing maturity of AI in wealth management and financial advice and planning and its potential to transform how firms operate to reduce cost and risk and deliver both efficiency and enhanced client experience.

## THE PARTICIPATING FINTECHS

Five Fintech firms presented their solutions to a panel of members of the Advisory Council and the PIMFA team.

Below is a summary of their solutions:

**SIDEKICK:** [www.sidekickmoney.com](http://www.sidekickmoney.com) 



Sidekick is a 'next-generation digital wealth manager built for ambitious professionals who want to do more with their money'.

Sidekick is redefining digital private banking for the mass affluent - individuals with 50K-£500K in assets - who are often underserved by traditional advisors and too complex for standard robo-advisors.

The platform is built around three core pillars where AI will play a central role:

- **Cash Management** – enabling access to better rates and added protection by spreading deposits across multiple banks and cash instruments
- **Public Market Investments** – access low-cost passive investments with personalised portfolios to reflect the clients' values and situation
- **Private Market Access (recently launched!)** – unlock growth through private market opportunities tailored to the clients goals and tax needs

**Feedback from the TechSprint judges:** Sidekick's AI assistant captures soft data through natural conversation, fuses it with hard financial facts, and maps users to tailored personas, enabling scalable, self-directed financial decision-making that feels personal and empowering.



PlannerPal is designed to help financial planners and advisers save time, deepen client relationships and grow their practice.

PlannerPal automates the end-to-end financial advice process using AI, supporting advisors, paraplanners, and administrative staff.

**The platform:**

- records and transcribes client meetings;

- generates structured outputs including advice documents, emails, and meeting notes;
- integrates with CRM systems to update client records through speech-to-data comparison, and;
- supports batch updates and firm-wide data cleansing.

**Feedback from the TechSprint judges:** PlannerPal's client knowledge graph enables intelligent client search and segmentation, significantly reducing manual admin and paraplanner workloads.



**Money Means** – creating a world where everyone has access to financial advice.

Money Means is on a mission to bridge the growing financial advice gap with an A.I. Digital Adviser (Aida) – an always-on financial adviser that is engaging, scalable and affordable, delivering guidance and regulated advice that is tailored to the needs of the individual.

The solution combines a rules-based advice engine with an innovative conversational AI interface to create a robust digital journey that also captures the empathy and personalisation of a human adviser.

**Feedback from the TechSprint judges:** Money Means blends regulatory compliance with emotional intelligence, offering not just information, but engagement and trust through a dynamic, AI-enhanced dialogue.



GPTAdvisor is an AI assistant for wealth managers, designed to enhance the manager's daily tasks from personalized proposals to portfolio management.

GPTAdvisor has developed a generative AI platform tailored specifically for wealth management professionals. Designed

to enhance productivity, advisor support, and personalisation at scale, the platform helps bridge the advice gap by enabling advisors to generate client-ready materials with minimal manual input.

**Feedback from the TechSprint judges:** GPTAdvisor's platform allows for seamless, intelligent content generation with a clear separation between deterministic financial calculations and LLM-generated language content, ensuring traceability, reliability, and compliance.

**U Impact:** investor activation through AI and behavioural science.

U Impact addresses the investor activation challenge, particularly among underrepresented groups such as women, younger investors, and sustainability-conscious individuals.

With over 95% of potential investors dropping off before making their first investment, U Impact aims to improve engagement across the entire investment journey using a blend of generative AI and behavioural science.

**Feedback from the TechSprint judges:** U Impact's Smart Assist Cycle significantly boosts conversion rates at the exploration and fund selection stages, with pilot results showing a 10x uplift in engagement.

## SHOWCASE YOUR SOLUTION TO THE WEALTH MANAGEMENT AND ADVICE INDUSTRY

Are you a Fintech and interested in getting close to the wealth management and advice sector? Reach out to us [here](#) for a conversation.



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