PIMFA WEALTHTECH

SEP 2026

ADVISORYAI AND AVENI JOINT WINNERS AT THE PIMFA WEALTHTECH, MORNINGSTAR AND FINEXTRA AI TECH SPRINT

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 Group that covers the breadth of the industry.

- Along with our strategic partners, Finextra and Morningstar, PIMFA WealthTech undertake two '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 May 2026, PIMFA WealthTech, Morningstar, and Finextra brought together nine shortlisted fintech firms to showcase AI-powered solutions designed to improve business performance, streamline operations and enhance client and adviser outcomes.

- This briefing note summarises the solutions presented by the Fintech participants who showcased a range of innovative solutions that leveraged AI to address key challenges and opportunities. It also includes the judges findings and feedback from the AI tech sprint.

THE PROBLEM STATEMENT

AI in wealth and advice – from experimentation to ROI: how can firms turn their application of AI into measurable business impact?

Fintechs were challenged to demonstrate solutions in two key areas: First, the successful embedding of AI, from elevated client experiences and adviser empowerment to improved operational efficiency and optimised risk management. Second, firms were asked to present how they are pushing the boundaries with AI - whether a project was already launched or still in proof-of-concept.

THE PARTICIPATING FINTECHS:

The nine shortlisted Fintechs presented their solutions to the problem statement to an industry panel including members from the Advisory Group and the PIMFA Team for a chance to present their solution to the audience at the Morningstar Investment Conference UK on 7 May 2026.

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AVENTUR

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STRISE®

CONQUEST

video canvas

SmartPredict

PROTECTIX

ADVISORYAI - JOINT WINNER - PUT FORWARD TO THE MORNINGSTAR EVENT:

AdvisoryAI is an AI productivity platform for wealth and financial advice firms and showcased four AI assistants: Emma for suitability reports, Evie for meeting notes, Colin for compliance checking, and Atlas for unified data intelligence. These turn meetings, documents and workflows into firm-specific, compliant outputs with full citations and audit trails. They work with 350+ firms and 2,000+ users and generated 121,000 compliant reports in 2025.

The themes included saving money, time by reviewing a full array of document formats including recorded calls and meetings, demonstrated live in real time and producing email summaries and key points along with reports and a range of client communications with the style of the adviser.

Feedback from the TechSprint judges: A comprehensive high energy, enthusiastic presentation with a live demonstration incorporating an overview of functionality. Strong angle on incorporation into workflows, notes and planning with clear efficiencies.

AVENTUR WEALTH LTD:

An FCA regulated firm and a B-Corp, which uses a combination of cutting-edge technology and the expertise of financial planners to provide innovative, cost-effective solutions that empower the individual enabling the individual is able to better understand their financial decisions.

The AI is a native agentic multi-functional client facing tool, supporting wealth managers to understand clients and push them to positive outcomes and supports clients to achieve their goals.

Feedback from the TechSprint judges: A good overview of the solution with a brief demo, clear articulation with client engagement a key metric for firms.

AVENI – JOINT WINNER - PUT FORWARD TO THE MORNINGSTAR EVENT:

Aveni is an award-winning AI fintech on a mission to embed safe, ethical, and high-performance AI into the heart of financial advice and wealth, showcased by a live demo during the PIMFA WealthTech TechSprint.

Powered by FinLLM, Aveni's model engine of small language models built specifically for financial services, Aveni builds enterprise-grade AI solutions to support the whole advice operation - Aveni Assist and Aveni Detect - working alongside advisers to intelligently automate complex processes and provide full compliance coverage with auditable evidence.

Feedback from the TechSprint judges: There was positive feedback on the presentation and the video demo, with potential wider usage. The judges also liked the change to continuous monitoring/file checks - i.e. becoming a pre-sales effort not post-sale.

COMPLAI SOLUTIONS LTD (SMARTPREDICT):

Smart Predict is the AI product which reviews the advice quality to make sure the client outcomes are right and risk reduced of complaints.

Smart Predict ensures the decision quality is consistent across different products by operating as a standard dashboard - connects with CRM or the existing workflows and documents - it reduces the risk flags, inequality issues, it provides the audit trail and evidence of what happened and provides a management overview and summaries whilst preventing non-compliance.

Also provides an overview of trends in terms of what kind of evidences are being missed, which affect the quality of advice and what actions are required from which team.

Feedback from the TechSprint judges: Overall a good articulation and overview of the problem being solved with a positive response from judges to the overall solution.

CONQUEST PLANNING:

Conquest Planning has modernised financial planning through its AI-powered Strategic Advice Manager (SAM), enabling firms to build and scale personalised, goals-based plans. It serves the full wealth spectrum, pension scheme members, retail investors, and wealth planning clients alike, whether for Targeted Support or full planning.

SAM is unlike any other planning tool in the UK marketplace: it removes adviser bias and trial-and-error guesswork, instead showing the adviser the best path to goal attainment. It identifies strategies, surfaces opportunities, and makes personalised suggestions, while leaving judgement and decisions with the adviser. Being deterministic and fully auditable, every recommendation follows a traceable path, with guardrails for tax, compliance, and affordability.

At the enterprise level, this drives meaningful cost savings and revenue growth, letting firms serve all segments effectively and bring financial plans to more households.

Feedback from the TechSprint judges: A strong proposition with advice at scale with a good polished presentation. Judges liked the presentation along with the concept with the considered approach to the different types of implementation.

ETCHO:

Etcho is an end-to-end AI engine that enables wealth firms to deliver personalised advice, guidance and portfolios at scale. Etcho transforms structured and unstructured client inputs - including risk profile, objectives, sustainability preferences and insights captured from client conversations - into live portfolios in seconds, continuously monitored and maintained within defined guardrails.

Feedback from the TechSprint judges: The product was felt by the judges to have some good ideas and they liked the inclusion of MCP interactions.

PROTECTIX:

Protectix is a specialist AI protection planning platform transforming how protection research is conducted. While mortgage and investment sourcing are highly structured, protection remains fragmented, manual and inconsistent. Protectix introduces a dedicated research layer that standardises product and provider comparisons, enabling advisers and brokers to surface key definitions, data and insights in seconds.

Feedback from the TechSprint judges: A good overview of capabilities with clear articulation of increase in productivity and ability to simplify existing research. The presentation and showcasing of the product came across well.

VIDEO CANVAS:

Video Canvas is a multi-award-winning financial communication technology company, providing a personalised video publishing platform built specifically for financial services. The result of four years of dedicated R&D, Video Canvas enables firms to deliver hyper-personalised, interactive video experiences to clients at scale, already reaching over one million pension holders in the UK. Their security-first architecture ensures client data never leaves the firm's own infrastructure, while interactive recap features provide measurable evidence of client understanding, directly supporting Consumer Duty compliance.

Feedback from the TechSprint judges: Engaging and well thought out presentation, with clear articulation of the problem and solution and interesting from a client perspective to improve engagement.

STRISE.AI:

Strise is an AI-native compliance platform which resolves fragmented customer data into a single, governed risk profile and apply AI to automate screening, risk scoring, and ongoing monitoring. The result is faster onboarding, fewer manual reviews, and compliance teams that can focus on genuine risk rather than administrative overhead. Strise is live with tier-1 banks and fintechs across Europe. Clients see measurable reductions in case handling time and onboarding backlogs from day one. The platform is live and in production with regulated financial institutions including banks and wealth managers across the UK and Europe.

Feedback from the TechSprint judges: Good presentation with a clear link to revenue impact of their solution, it was very interesting and helping solve a very real issue.

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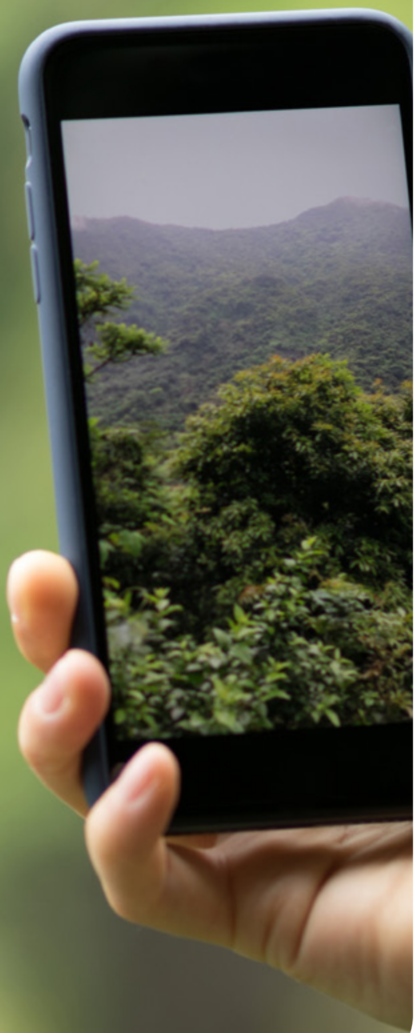
The judges jointly awarded the winners of the May 2026 PIMFA WealthTech Tech Sprint to AdvisoryAI and Aveni who presented their solutions at the Morningstar Investment Conference UK on 7 May 2026.



AdvisoryAI impressed the judges by presenting their four key AI tools for financial advisory firms. Alan Gurung, founder and CEO at AdvisoryAI explained that rather than focusing on one specific AI tool, they have tried to create the right tools for each business function. “We have gone more horizontal. For advisors, there’s Evie. For paraplanners, there’s Emma. For compliance, there’s Colin. And then for operations for an entire business, there’s Atlas.”

Aveni were joint winners by presenting their tool Aveni Detect, which provides 100% Q&A file review and outcome testing for financial services firms. The key industry challenges addressed by recent upgrades was the ability to reach the “gold standard of 100% pre-sale checks,” explained Benjamin Cave, CPO. “Whilst the analysis of individual conversations is a quite compelling use case for a lot of these firms, the much bigger value lies in the ability to fully automate file reviews and outcome tests across the advice that is given.”