

BEHAVIOURAL ECONOMIC MODELLING

- Optimising Value Creation

BEHAVIOURAL ECONOMICS – THE EXCEPTIONAL WAY TO OPTIMISE VALUE

Behavioral Economics changes the way we think about perceptions of value and expressed preferences. Combined with data and machine learning algorithms, we can model not only the data but also cognitive responses to investment decision making. This results in predictable value optimization opportunity identification, the outcomes of which can be tracked in real time.

We specialise in linking Strategic targets with dynamic portfolio investment decision making, through to the project or BAU delivery teams. We allow for triggers and tolerances at all levels enabling real-time decision making including Invest more, Invest less, divest or pivot.

We have a three step process to optimise value using behavioural economic modelling

- ▶ Step 1 – Validate the problem to be solved and Identify inputs
- ▶ Step 2 - Configure and Run the Model
- ▶ Step 3 – Implement the solution and monitor

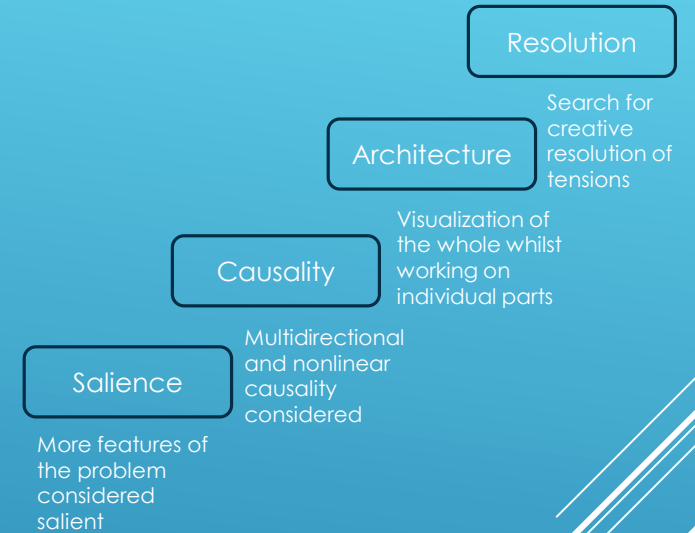
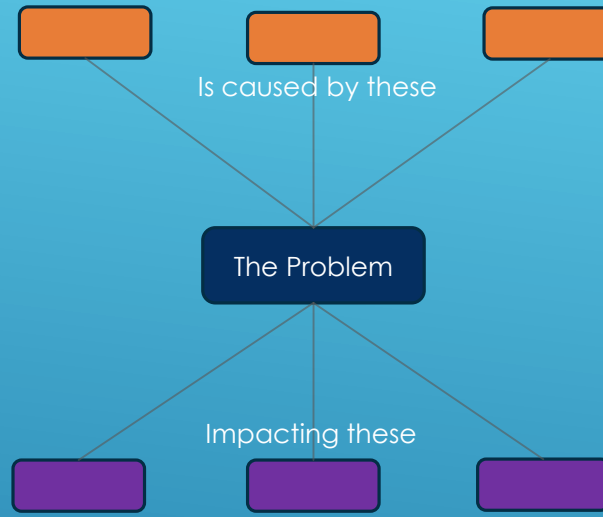
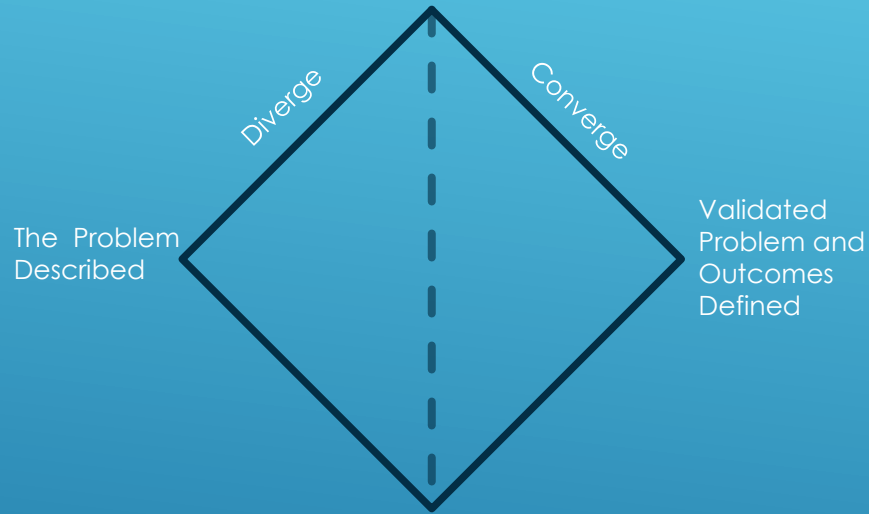
The Problem



Input Identification



The Resolution Designed



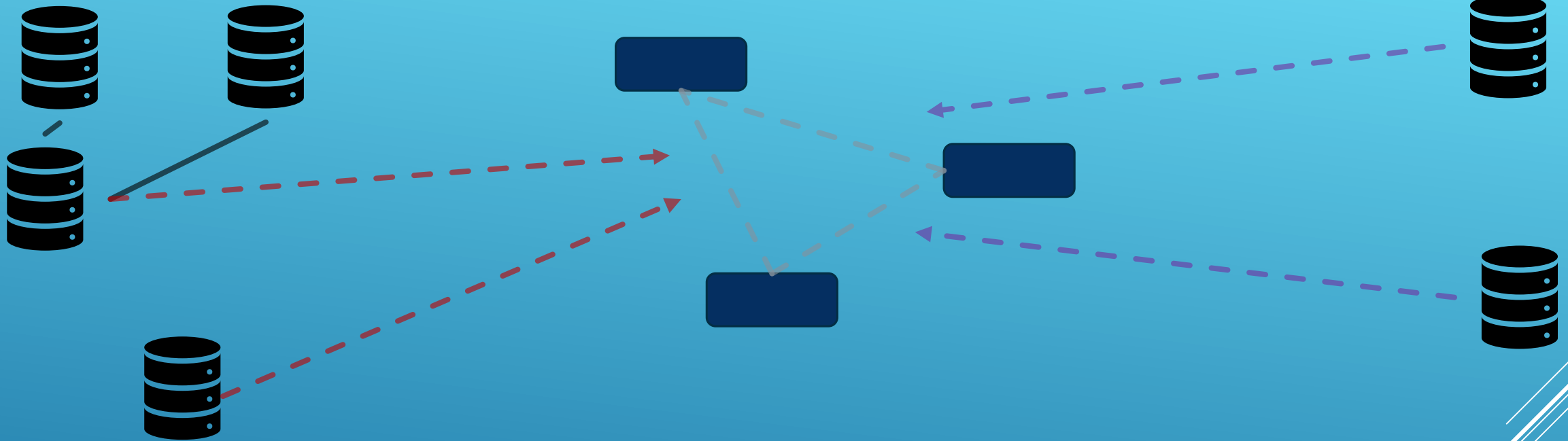
STEP 1 – VALIDATE THE PROBLEM TO BE SOLVED AND ASSESS OPPORTUNITY VALUE PROFILE

3-6 WEEKS DEPENDING ON COMPLEXITY

Your Data

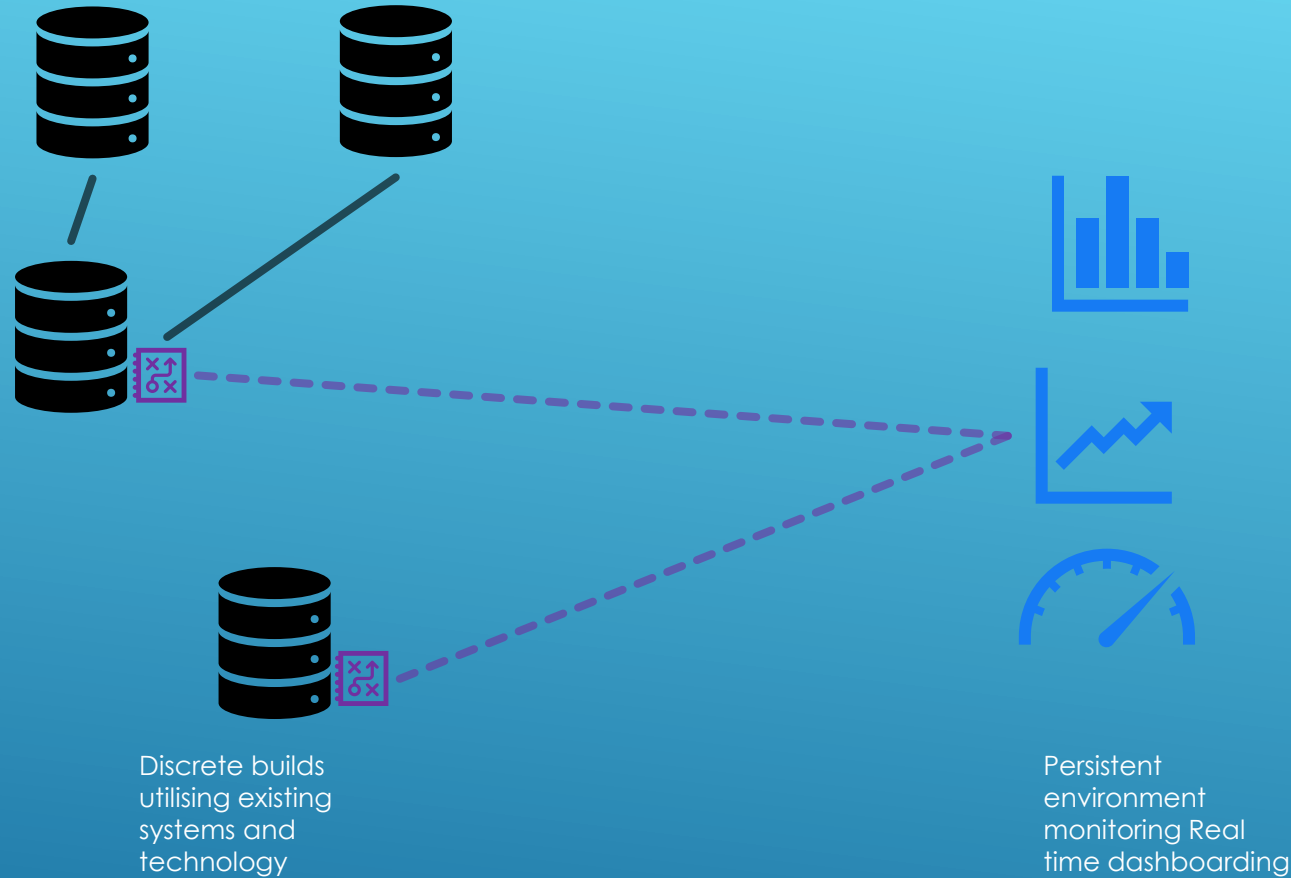
Analytics and Insights

External Data



STEP 2 - CONFIGURE AND RUN THE MODEL AND VALIDATE OPPORTUNITY VALUE

3-6 MONTHS DEPENDING ON COMPLEXITY



STEP 3 – IMPLEMENT THE SOLUTION, MONITOR AND REALISE OPPORTUNITY VALUE

3-6 MONTHS DEPENDING ON COMPLEXITY AND IN-HOUSE TECHNICAL CAPABILITY

WHERE CAN BEHAVIOURAL ECONOMICS PLAY A KEY ROLE?

- ▶ Optimisation of delivery outcomes for customers
- ▶ Investment management
- ▶ Automating the finance function

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