

Fintech

A financial technology company specialising in the provision of digital wallet applications and payment gateway services for personal consumers and commercial businesses.



PROJECT:

Development of an AI driven personal finance management application

TECHNOLOGICAL BASELINE

Mobile-first banking and digital wallet platforms were already able to present account information, support payments, and offer basic budgeting tools using established open banking APIs and standard security protocols.

Publicly available applications could categorise spending and generate static summaries, but they did not provide real-time, personalised optimisation of a user's finances using advanced AI methods.

Existing approaches to aggregating financial data across multiple institutions were largely batch or sequential, limiting the ability to build a cohesive, continuously updated decision-support engine that operated securely within a regulated environment.

TECHNOLOGICAL ADVANCE

The company sought to enhance fintech software by creating a platform that securely aggregated live financial data from multiple sources and transformed it into dynamic, personalised guidance rather than static summaries.

Iterative experimentation with AI models and data-processing routines was undertaken to adapt recommendation techniques to noisy, incomplete financial data, while maintaining transparency and compliance suitable for a regulated financial context.

The company investigated and refined architectural patterns for real-time data ingestion and modelling, aiming to deliver scalable, explainable insights that evolved with user behaviour and could not be achieved using conventional budgeting and notification tools.

About ABGi

ABGi is a professional services and consulting business, dedicated to helping UK companies accelerate and fund their innovation strategies. We help our clients unlock government incentives that fuel innovation. Our services cover a range of funding opportunities designed to support businesses at every stage of their innovation journey.