

Creating a more compelling digital platform for investors

In a video interview at the Hubbis Digital Wealth event in Singapore in June, Artur Luhaäär of Smartly explains the benefits of digital advice and how he is building his platform to deliver a better product to investors.

It is still early days for robo-advisory in Singapore and across South-east Asia, explains Artur Luhaäär, chief financial officer and co-founder of Smartly.

But he sees 2017 as being the first year when the sector gains more serious traction among investors.

In turn, this will create more feedback from customers about how to solve real problems and therefore create 'better' products, he adds.

In his view, the best product is one which solves a customer's problems – which is Smartly's goal as a business, says Luhaäär.

SIMPLICITY AND TRANSPARENCY

In short, the firm wants to eliminate the unnecessary complexity and lack of transparency from investing – to help its users plan and save for a safer future.

To date, the biggest success that the firm has had is securing its licence from the Monetary Authority of Singapore, explains Luhaäär.

Indeed, he sees strong demand for a simple, transparent products – especially to satisfy the appetite of Millennials.

EDUCATION A PRIORITY

For the time being, however, education is still the key objective – in terms of explaining to the wider market the use and application of digital platforms.

This includes the fact that there isn't always a need for the customer to go into a bank branch to buy their investment products.

Yet the perception that investing is complex is just one problems that Millennials and others face today. Another relates to the take-up of insurance solutions.



ARTUR LUHAÄÄR
Smartly

These are areas that Luhaäär says Smartly wants to be able to address over time. ■