

SVC2UK 2021 SUMMIT

SUMMARY NOTES

18 November: Global Game-Changers

How Tech Has and Will Change the World

Jacqueline de Rojas, President, TechUK

- For every business that has successfully pivoted to digital during the pandemic, there are many that haven't been able to make that leap. We need a digital world where people are empowered, not enslaved, that spreads economic opportunity widely and restores our natural world, not exploit it.
- We are the first generation to realise the scale of the impact we're having on the planet, and perhaps the last to be able to do anything about it.

“There has never been a more exciting, challenging or important time to do the work that we do.”

Jacqueline de Rojas

President, TechUK

Entering the Metaverse: the Next Engagement Frontier

Aaron Smith, Head of Innovation Ecosystem, Fidelity Investments

Sam Mathews, Founder & CEO, Fnatic

John Liu, Senior Partner, ChinaEquity Group

Marja Konttinen, Marketing Director, Lockwood Publishing

- Marja: there is no fixed definition of the metaverse, but for me, it's a mirror of the real world, a place where you can be something more than you are, something different – like a real world, but not too real.
- Sam: social media as we know it will be disrupted by the metaverse. There are ways we can build metaverse ecosystems to be more healthy than social media. This may require government oversight – something social media has never really had.
- John: in China, gaming companies are collaborating with TikTok. These companies have deep pockets and are making big investments to build up the ecosystem.
- John: We need the infrastructure of the metaverse to be built up – we are very early stage, but there is huge opportunity for growth and in 3-5 years, this cutting edge technology will be at a lower cost and a larger scale.
- Marja: the metaverse is more than tech, it will disrupt the economy, fashion, and how people create. Authentic, low-cost production content is what people want to consume on TikTok – these themes will carry over into marketing the metaverse.

“Humans will always want human connection, but the metaverse is not a removal of the real world, it’s an addition of possibilities to connect, escape and foster more human connection and interaction.”

Sam Mathews

CEO & Founder, Fnatic

The Opportunities of Edtech & Innovating the Way we Learn

Burzin Luth, VP, London & Partners

Digvijay Gagneja, COO & UK Director, LeverageEdu

- Students make the biggest decision of their lives – which abroad university to attend – based on often biased advice from travel agencies. LeverageEdu seeks to change that, from helping students figure out their university or course, to considering the experience in that institute or location and what their dream career is following their degree.
- The pandemic actually caused a boom in Indian students applying for international VISAs: in 2021, 58,000 students have applied to come to the UK so far already.
- There is a difference between ‘upskilling and learning’ and ‘education’: students want more than just doing lectures online, they want a dynamic environment.

“State of the art edtech means students across the world, from big UK cities to the smallest towns in India, can access quality universities and pursue education in an entirely digital format.”

Digvijay Gagneja

COO & UK Director, LeverageEdu

Outwitting Cancer: Harnessing AI & Disruptive Technologies to Drive Rapid Change

Charlotte Rannala, AI Innovation Manager, NHS

Surabhi Srivastava, Director BD UK, Qure.ai

Sarah Kerruish, Chief Strategy Officer, Kheiron Medical

Mihir Shah, Founder & President, UE LifeSciences

- Sarah: the key thing is better diagnosis and better understanding of cancer. Earlier detection and much better tracking of the disease is where AI can play a huge role.
- Charlotte: There's more fear around AI because of the lack of the unknown – but it's really just advanced computing. There's an important education piece around understanding AI and what it really is.
- Mihir: Cancer disparity is 40% higher in black and Hispanic women compared to white women of a certain age. AI has the potential to be the technology that alleviates pain and saves people, but also to work with every patient around the world.
- Surabhi: the easier you make it for healthcare professionals to adopt and integrate the AI technology in their work, the more it will be used.

“I firmly believe that in 10 years’ time, the word ‘cancer’ will have a different meaning.”

Sarah Kerruish

Chief Strategy Officer, Kheiron Medical

Future Trends in the Global Tech Ecosystem

Sue Kelsey, EVP Global Product, Mastercard

- At Mastercard we have made a commitment to include a billion people in the digital economy by 2025. We have committed to Net Zero by 2040. And we are working with our network of users to drive environmental impact.
- In 2021, global investors have closed as many climate-focused funds as were raised in the past 5 years combined.

“Think about technology as an enabler of changing the game - apply ethics and decency to that, and we’ve got the power to make change for good.”

Sue Kelsey

EVP Global Product, Mastercard

Digital ID: Unlocking Access to a Safe & Secure Digital World

Gina Clarke, Editor-in-Chief, Fintech Times

Irra Ariella Khi, Co-founder & CEO, Zamna

Roger Redfearn-Tyrzyk, Director UK/I, IDNow

- Roger: digital identity is a broad term, but largely it is how we travel through the internet.
- Irra: unlike before where your identity was created and verified via analogue methods, such as a passport, now most data that lives in your phone is self-asserted. It is then the job – and the responsibility – of the enterprise to decide whether that info is accurate enough to allow access.
- Roger: the opportunities with digital ID are endless, and have been accelerated by COVID-19 – we won’t have the same opportunities for a very long time.

“1bn people globally are without a legally recognised form of identification.”

Roger Redfearn-Tyrzyk

Director UK/I, IDNow

Building a World Where Every Mind Can Flourish

Dr Rachel Carey, Chief Scientist, Zinc

Obi Felten, Founder & CEO, Flourish Labs

- The last two years have both made more visible and exacerbated the issues around mental health.
- There is a definite connection between loneliness and wellbeing, and young people are at risk as well.
- Maintaining human connections is really important. It is hard to do at the moment, but we all need to create our own structure of support and accountability – it’s up to you to make a concerted effort to stay connected.

“Employers are doing more for mental health now than ever before.”

Obi Felten

Founder & CEO, Flourish Labs

Financial Inclusion: making Opportunity a Reality for All

Toni Fola-Alade, Founder & CEO, Nomad Bank

Philippa Girling, Chief Risk Officer, Varo Bank

- The financial inequality in the US is shocking. Black families on average have 10% of the wealth compared to white families, and this divide led Philippa away from traditional banking to something more innovative.
- The Great Resignation that is currently happening in the US is quite a good bellwether of how companies have to change. Whilst customers have been asking for change for a while, now that employees are removing themselves from institutions they don't approve of, we will see real action.
- Reputation as a young company is critical, you have to watch it all the time.

“One of the things that makes me hopeful is the vocal nature of younger generations.”

Philippa Girling

Chief Risk Officer, Varo Bank

At the Intersection of AI & Advertising

Tabitha Goldstaub, Co-founder, CognitionX

Konrad Feldman, Co-founder & CEO, Quantcast

- We think of the internet as this wonderful hub of free content. But it's free for us – not the content creators.
- AI is a powerful tool but we get to decide how we use it. Many of the problems that people refer to come from people prioritising engagement over other goals. If you allow algorithms to focus on ways of maximising engagement, some of those methods may not



be healthy. You have to be really careful with the goals that you set.

- Advertising is a scalable model for funding products and services. When it is done well it is powerful, valuable content. But too much of it is not good and that is a huge opportunity: we can make it much more relevant and valuable for everyone

The Future of Entrepreneurship

Michael Hayman MBE, Co-founder, Seven Hills

Alastair Mitchell, Partner & Co-Head, EQT Ventures

- The opportunity to change the world comes not as a cost, but as a great value economic opportunity. This is evidenced by the money now flowing in to solve these huge existential crises in the world.
- Disruptors will win the world and this will come from start-ups. The purpose of these innovative companies has never been to make loads of money: it has always been to change the world.
- There is a huge opportunity to grow EQT Ventures in Europe (the culture, the equality and the focus on doing the right thing) and the business is moving back next year.

“Go big, but do it responsibly and do it with impact.”

Alastair Mitchell

Partner & Co-Head, EQT Ventures

With thanks to our partners: Mastercard, HSBC UK, Wilson Sonsini, Shoosmiths, FieldHouse Associates.