

## MEET THE FOUNDER INTERVIEW

# DataSine

DataSine was founded in 2015 with a vision to bring the proven power of personality psychology into the financial world. By combining psychology and machine learning, DataSine provides their clients with the technology to build more meaningful customer relationships. Finastra sits down with DataSine's CEO & Founder, Igor Volzhanin, to find out more about the company.



**Igor Volzhanin,**  
CEO & Founder, DataSine

### **Igor, please tell us a bit about yourself**

I'm the CEO and Founder of DataSine, a company that merges psychology, machine learning, and 'big data' to help institutions better understand and communicate with their clients. I will also be completing a PhD soon.

Prior to DataSine, I spent five years working in international financial development, with a focus on renewable energy finance. I also had the pleasure of living in a diverse range of places - including Albania, India and Germany - before my move to London. Now, my focus is on growing DataSine and making my mark on the future of personalization.

### **What inspired you to start DataSine?**

I was inspired to found DataSine during the early stage of my PhD in Psychology and Computer Science. As a part of that process, I uncovered an unmet need in the market. Large enterprises, namely banks, have so much data and yet they rarely make use of it. With all of that precious information in hand, they were still yet to tailor any communications or interactions with me.

Thinking this was something that I could solve, I decided that blending machine learning and psychology could be the answer.

After several successful collaborations with banks and insurance providers, I realized that this was not only a viable business but a potentially game-changing concept. Shortly after that, we closed a €1M Seed round. Now, we plan to continue expanding the team and working towards global domination in our industry.

### **And how did you meet your co-founders?**

I met my co-founders while working on DataSine in its early days. James was finishing his Masters in Machine Learning at UCL and we needed a data scientist for the project in Paris. It was a perfect match. Chris joined a few months later when we entered Techstars.

### **Give us a high-level pitch for DataSine?**

DataSine is bridging the gap between companies and their customers. Through machine learning and psychology, we enable companies to understand the personality of their customers and personalize content accordingly - at scale.



DataSine was built on the concept that personalisation has the power to dramatically change the way companies communicate with customers.”

Igor Volzhanin

CEO & Founder, DataSine

#### **What solutions does DataSine offer?**

DataSine offers a fully integratable platform for processing large customer datasets and understanding the personality of every customer. We then provide a way to make those insights actionable with a data-driven solution for personalizing content such as emails, landing pages and call centre scripts.

#### **And who are you selling to?**

We work with large enterprises across multiple industries. At present, most of our clients are in the financial services and insurance space but I encourage you to lookout for some interesting new industries in 2018.

#### **You're in a very a hot space right now. So how does DataSine differentiate from its competitors?**

Personalization and machine learning are indeed "hot topics". Through personality psychology and machine learning, we enable marketing, product and data teams to create experiences that are more compelling for their audiences - it's not a case of more invasive advertising. The insights we provide are actionable, based on extensive research and proven to deliver results.

#### **What are the biggest challenges you face when building with innovative technologies like AI? How have you overcome, or are you overcoming these challenges?**

When dealing with innovative technologies, it's a never-ending battle against time. The innovation curve is only getting steeper and you simply have to keep up, continually innovating and staying ahead of the competition. In my experience, the best way to overcome this is by hiring great people who have the skills and the passion to stay ahead of the curve.

#### **What have been your biggest lessons along the way?**

Every day founders like me are faced with all sorts of challenges. The most valuable lessons I've learned are to never give up and seek as much feedback on your product as possible.

#### **Anything you'd like to share with us on DataSine funding?**

At the end of 2017, we closed a €1M Seed round. With great traction in early 2018, we plan to kick off a Series A funding round this summer.

#### **How do you see the future of AI in the retail banking space?**

I firmly believe that AI has the power to dramatically change the way most institutions operate. In the short term, I think most people would agree with me when I say that AI will revolutionize the way people interact with technology. In Financial Services specifically, I predict a striking change in the way banks communicate with their customers and vice versa.

#### **What's the most important thing you're working on right now?**

We're continually making the platform more intelligent by improving both the quality and scope of the recommendations it offers. Currently, our team is working not just on re-wording content but re-framing it to highlight aspects of a product or service that will appeal more to certain personalities. We're only able to make features like that because we drive everything with data and AI. The more our platform is used, the smarter it gets. So in the future, these inline changes will happen automatically.



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## About Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today – spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location – from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 48 of the world's top 50 banks use Finastra technology. Please visit [finastra.com](https://finastra.com)

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