From Hype to ROI: AI, Blockchain & The Next Era of Banking Innovation

Michael Toner, Innovation Advisor
ProFor

FINANCIAL BRAND FORUM


EMERGING TECHNOLOGY: TWO PERSPECTIVES
THE OPTIMIST:
AI & BLOCKCHAIN INTEGRATION
THE SKEPTIC:
REGULATORY & RISK CONCERNS


forum
webmaster
tagging
ads
wall
like
marketing
seo
browse
fanpage
wiki
notification
communication
sharing
community
technology
chat
www
Social
group
update
network
information
people
traffic
comment
friend
online
service
e-mail
podcast
video
chat
web2.0
news
forum
community
content
tags
friend
reach
news
add
ads
promotion
browse
www
social
blog
communication
seo
ads
fanpage
request
webblog
send
fanpag
successful
status
inbox
advertising
successful
favorite
message
followers
allow
Media
comment
media
favorite
send
data
follow
interest
privacy
webmaster
friends
internet
campaign
video
traffic
fact
rank
post
instant
search
field
wiki
graphic
fans
fan
share
virtual
web
advertising
photoblog
followers
visit
internet


#jointhefamily

“Every Technology Wave Looks Like Hype Hype... Until It Doesn’t.”

The Lifecycle of Breakthrough Technologies


MODERN FINANCIAL LEADERSHIP:
NAVIGATING THE PRESSURES
AI
AI
COMPLIANCE
INNOVATION
PRESSURE
REGULATORY
PRESSURE
BALANCE SHEET
REVENUE
REVENUE
PROFITABILITY
PRESSURE

THE INTERNET WAVE

1995–2005

The Web

Initial reaction: skepticism

DIGITAL TRANSFORMATION TIMELINE

Three Waves of Digital Transformation

1995 – 2005

Internet Wave

The Web transformed information access and created the foundation for digital banking. Initial industry reaction: skepticism. Online banking emerged, challenging traditional branch-centric models.

Online Banking

E-Commerce

2007 – 2015

Mobile Wave

Smartphones changed everything. Banks adapted with mobile apps, fundamentally altering customer interactions and enabling banking anywhere, anytime.

Mobile Banking

Digital Wallets

2006 – 2020

Social Media & Data Economy

Platforms reshaped marketing, customer acquisition, and data utilization. The most valuable companies today control identity, data, and distribution.

Data Analytics

Personalizatio
n

Timeline: Web 2.0

2006–2020

Facebook
Twitter
Instagram
YouTube
TikTok

Mobile Wave

2007–2015

Smartphones changed everything.

Banks adapted.

Social Media Wave

2006–2020

Platforms reshaped marketing, customer acquisition, and data.

The Real Outcome of Social Media

Social media didn't just create new marketing channels.

It created **the attention economy.**

It created the attention economy.

The Data Economy

The most valuable companies today control identity, data, and distribution.

What if the internet allowed ownership?

DIGITAL TRANSFORMATION TIMELINE

Three Waves of Digital Transformation

1995 – 2005

Internet Wave

The Web transformed information access and created the foundation for digital banking. Initial industry reaction: skepticism. Online banking emerged, challenging traditional branch-centric models.

Online Banking

E-Commerce

2007 – 2015

Mobile Wave

Smartphones changed everything. Banks adapted with mobile apps, fundamentally altering customer interactions and enabling banking anywhere, anytime.

Mobile Banking

Digital Wallets

2006 – 2020

Social Media & Data Economy

Platforms reshaped marketing, customer acquisition, and data utilization. The most valuable companies today control identity, data, and distribution.

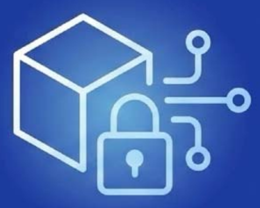
Data Analytics

Personalizatio
n

Enter Blockchain

Blockchain introduced a new idea:

digital ownership



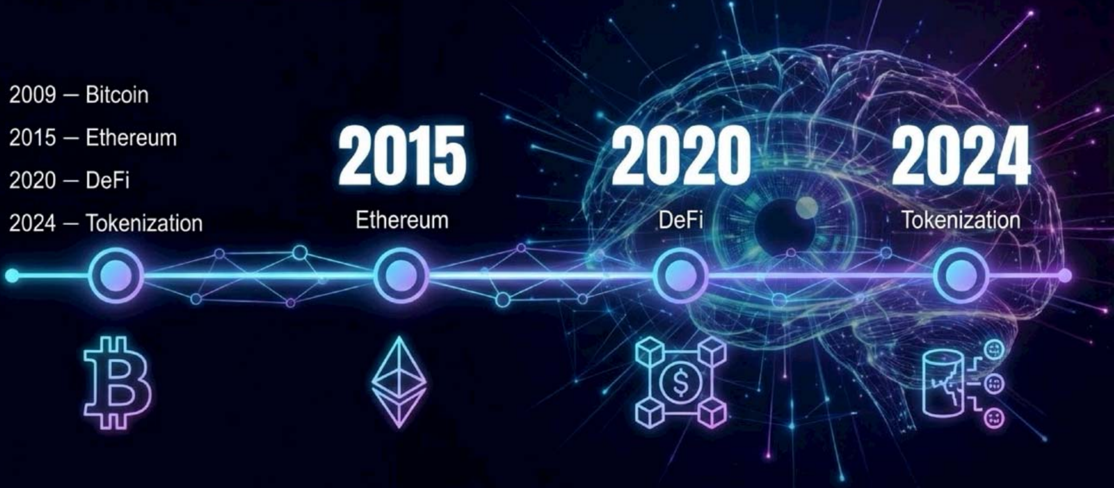
Blockchain Timeline

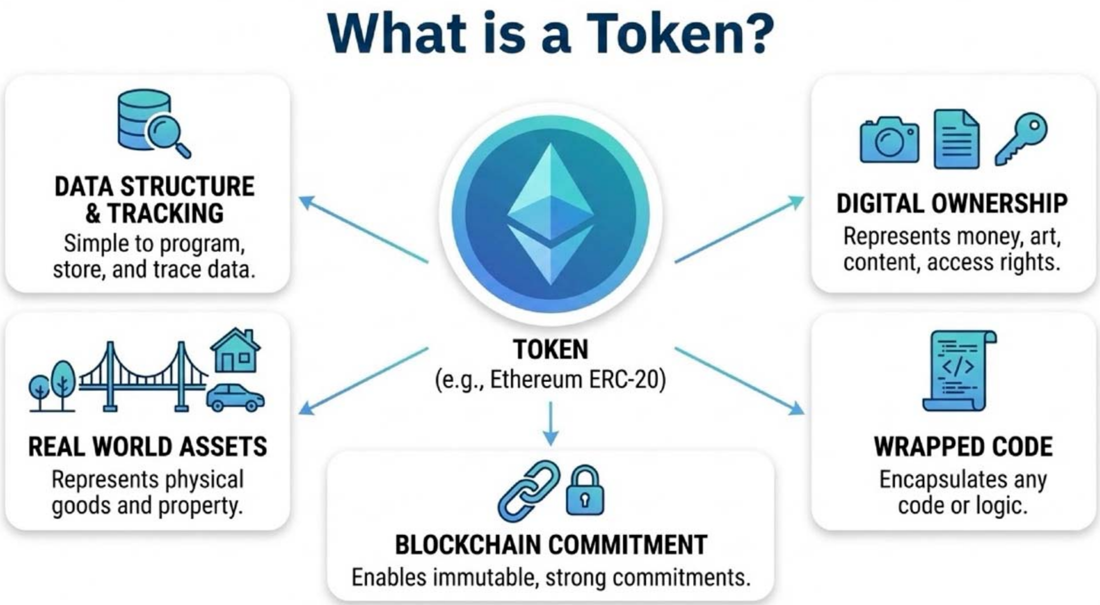
2009 — Bitcoin

2015 — Ethereum

2020 — DeFi

2024 — Tokenization





What is a Token?
DATA STRUCTURE & TRACKING
Simple to program, store, and trace data.
DIGITAL OWNERSHIP
Represents money, art, content, access rights.
TOKEN
(e.g., Ethereum ERC-20)
REAL WORLD ASSETS
Represents physical goods and property.
WRAPPED CODE
Encapsulates any code or logic.
</>
BLOCKCHAIN COMMITMENT
Enables immutable, strong commitments.

CASE STUDY

BlackRock BUIDL Fund

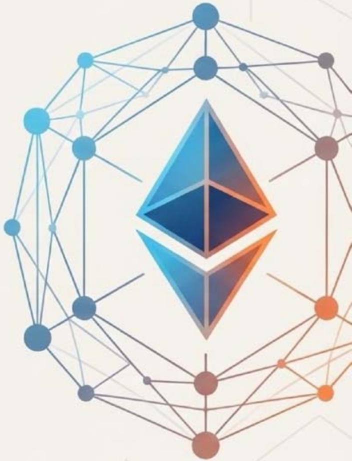
$2.5B
Assets Under Management

$100M
Dividends Distributed

9
Blockchain Networks

> **Larry Fink, BlackRock CEO:** "Tokenization is the next major evolution in market infrastructure."

Launched March 2024, BUIDL is the largest tokenized money market fund on public blockchains.



Stablecoins Explained

Stablecoins are digital assets pegged to a stable asset, like the **U.S. dollar**, offering **price stability** on the blockchain.

Key Benefits:

Instant Settlement: Transactions complete in seconds, 24/7.

Lower Costs: Significantly reduced fees compared to traditional systems.

Programmable Payments: Enables automated, conditional transactions.

CASE STUDY

Western Union USDPT Stablecoin

3–10%	MULTI-DAY	NEAR-INSTANT
Traditional Fees	Traditional Settlement	Stablecoin Settlement

“

Leveraging Solana and **Anchorage Digital**, Western Union aims to redefine how the world moves money.”

announced October 28, 2025, USDPT is a stablecoin on Solana designed to bridge digital and fiat worlds.

ENTER AI

AI dramatically accelerates:

- decision making
- automation
- personalization

AI in Financial Services

Use cases:

- underwriting
- fraud detection
- compliance automation
- customer service

AI in Financial Services

Use cases:

- underwriting
- fraud detection
- compliance automation
- customer service

AI Detects Fraud. Blockchain Verifies Identity.

Fraud costs banks **$40B+** globally each year.

AI: FRAUD DETECTION

AI analyzes:
- transaction behavior
- device signals
- customer patterns

BLOCKCHAIN: IDENTITY VERIFICATION

Decentralized identity systems allow customers to have:
- verified credentials
- portable digital identity
- tamper-proof verification

to detect fraud in real time → AI identifies suspicious behavior → Blockchain confirms trusted identity → **TRUSTED TRANSACTION / FRAUD BLOCKED**

ROI

- **Reduced** fraud losses
- **Lower** KYC costs
- **Faster** onboarding

The Future of Identity Is Portable

AI-Driven Compliance Automation

The $50B Problem Banks Quietly Hate

THE AI COMPLIANCE ENGINE

- Review disclosures automatically
- Monitor communications for risks
- Flag potential compliance violations
- Prepare regulatory reports

BLOCKCHAIN'S ROLE: IMMUTABLE AUDIT TRAILS

AI Reviews & Flags → Records to → Blockchain Ledger (Tamper-proof, timestamped) → Provides to → Auditor Access (Verifiable evidence)

TANGIBLE ROI

20-40% **COST REDUCTION.** Lower operational compliance spend.

FASTER REPORTING. Real-time data extraction & submission.

LOWER LEGAL EXPOSURE. Reduced risk of fines & penalties.

SECTION: REAL-WORLD USE CASE

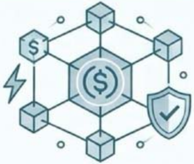
Cross-Border Payments

THE CURRENT PROCESS: FRICTION & COST

- Multiple Intermediaries & Handoffs
- High Currency Conversion Fees (3-10%)
- Multi-Day Settlement Delays
- Opaque Reconciliation & Processes

TRUSTED TRANSACTION / FRAUD BLOCKED

THE FUTURE: INSTANT & EFFICIENT



- Digital Dollars on Blockchain Rails
- Instant Settlement (Seconds, Not Days)
- Dramatically Lower Fees
- Transparent, Verifiable Shared Ledger
- Enables Programmable Financial Products

Companies like Western Union aren't disappearing; they're upgrading their rails.
This is blockchain as infrastructure, not just speculation.

AI is Scalable Intelligence
Blockchain is Scalable Truth

FINANCIAL BRAND FORUM

AI Generates.
Blockchain Verifies.

FINANCIAL BRAND FORUM

ACTION ITEM #1

Build **internal** AI capability now. Real progress requires innovation.

ACTION ITEM #2

Evaluate **blockchain** systems carefully — not from a trading perspective, but from an **infrastructure** perspective.

FINANCIAL BRAND FORUM

ACTION ITEM #3

Pilot and Experiment at the Intersection of **AI and Blockchain.**

FINANCIAL BRAND FORUM


Questions?
#fbforum
FINANCIAL BRAND
FORUM

Thank you!

YOUR NAME

speaker.email@company.com
@X
800-555-1212

FINANCIAL BRAND
FORUM