

A World-Class Executive Education

A Digital Expedition in the Banking Industry, 2017-2018



KET **NYET**





KET NYET

Empower the World's Future Leaders™

[The Mission of KET-NYET]



KET-NYET's
On-Demand Futurizing Program™
A World-Class Global Executive Education



“Live Today
as *Futurizing*™”

The Future will be Entirely New

Put the Future into Your Business Today

Build the Future into Your Work Today

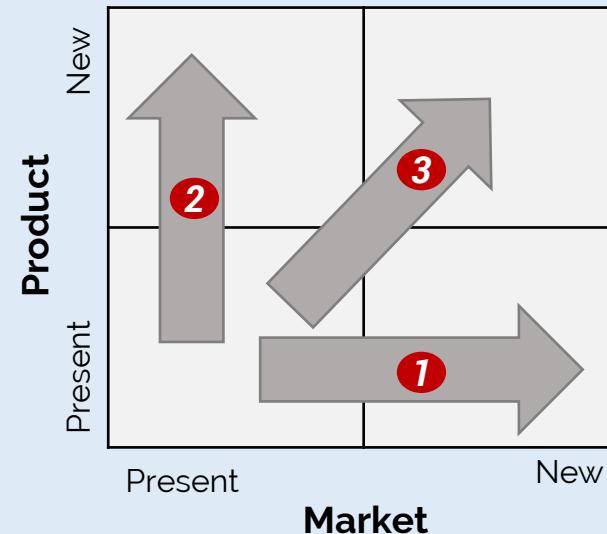
Live Today but Focus on the Future

Be Prepared for the Future of Business

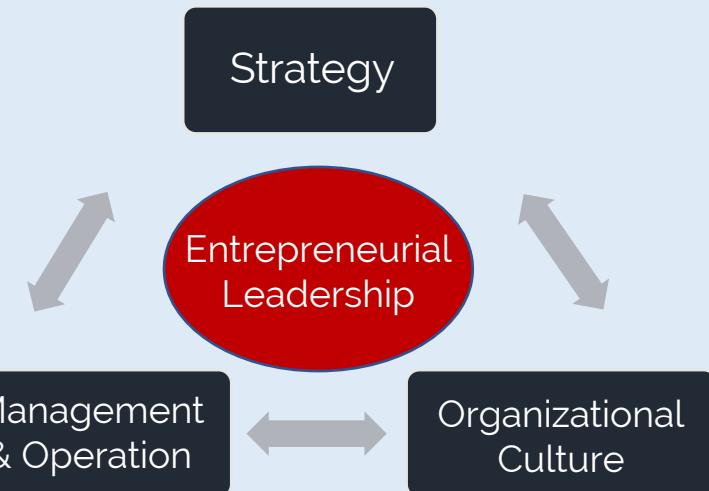
**Let our Futurizing Program
Build Your Future**

KET-NYET's Corporate Growth & Venturing Programs

The Pathways for Corporate Growth



The Management Mechanism for Corporate Growth



1

Global Reach-Up Program™ : Global Markets / Business Development

2

Innovative Scale-Up Program™ : Product / Business Innovation & Corporate Venturing

3

Global Jump-Up Program™ : Global Diversification & Transnationalization

KET-NYET's On-Demand Futurizing Program™ for Korean Banks



NEW YORK

SEOUL

BEIJING



DIGITAL EXPEDITION

NEW
YORK



NEW YORK

Executive members of major 3 Korean banks visited New York to see the global trend of 'Digital Transformation' in the banking industry.

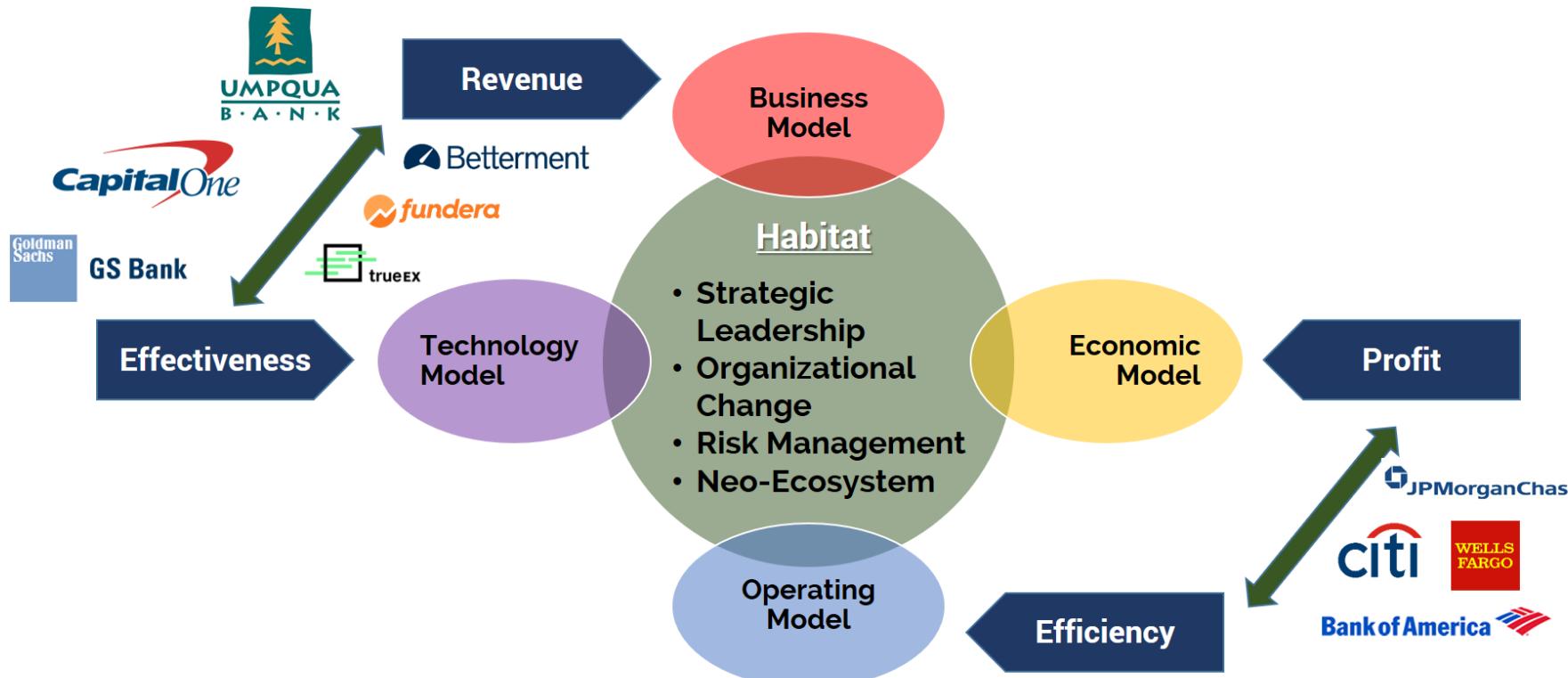
For the Digital Strategy, 5 sectors are crucial:

- 1) Habitat, 2) Business Model,**
- 3) Technology Model,**
- 4) Operating Model, 5) Economic**

With the leading model in banking, the leading firm in AI field, disruptive innovative firms in finance industry, we can analyze them with the 5 factors above.

It leads us to find the future of Digital Banking.

Where and How are we going to find the keywords of Banking Business in Global Digital Environment?



Our Partners in New York:



IPsoft automates IT and business processes for enterprises across a wide range of industries. Through its portfolio of world leading autonomic and cognitive solutions it provides services that allow its clients to secure competitive advantage. Headquartered in New York City, Amelia, the AI banker is one of its valuable assets.



Dom & Tom is an end-to-end digital product development studio focused on emerging technologies. From startups to enterprise solutions, the apps we produce for our clients support their strategic initiatives first and foremost through open collaboration, forward-thinking user experience, engaging design, and cross platform development for both web and mobile.



SEOUL

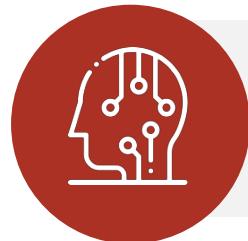
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K.E.Y Platform 2018

2018/04/19~20

Conference

Organized by Money Today



The AI-driven Innovation & Transformation in the Financial industry



New Trends of Digital Consumers, Digital Finance and Digital Business Design



Disruptive AI-Technologies in Financial Business

Breakout Session 1 Program:
**Disruptive Innovation by AI Blockchain Technology in the
Finance Industry and Redefining the Financial Business**

Jonathan Crane,
Chief Commercial Officer,
IPsoft



Dominic Tancredi,
Cofounder, CEO&CTO,
Dom & Tom



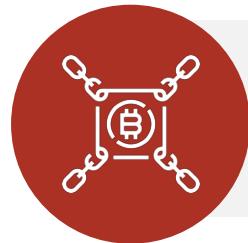
Edgar Eldred Troutt, Ph.D., Assistant Dean
for Research and Strategic Partnerships, Long Island
University, Brooklyn

K.E.Y Platform 2018

2018/04/19~20

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Blockchain & Cryptocurrency I n Financial Industry

Savvas Mavridis,
CEO,
CartaPrimo, Inc.

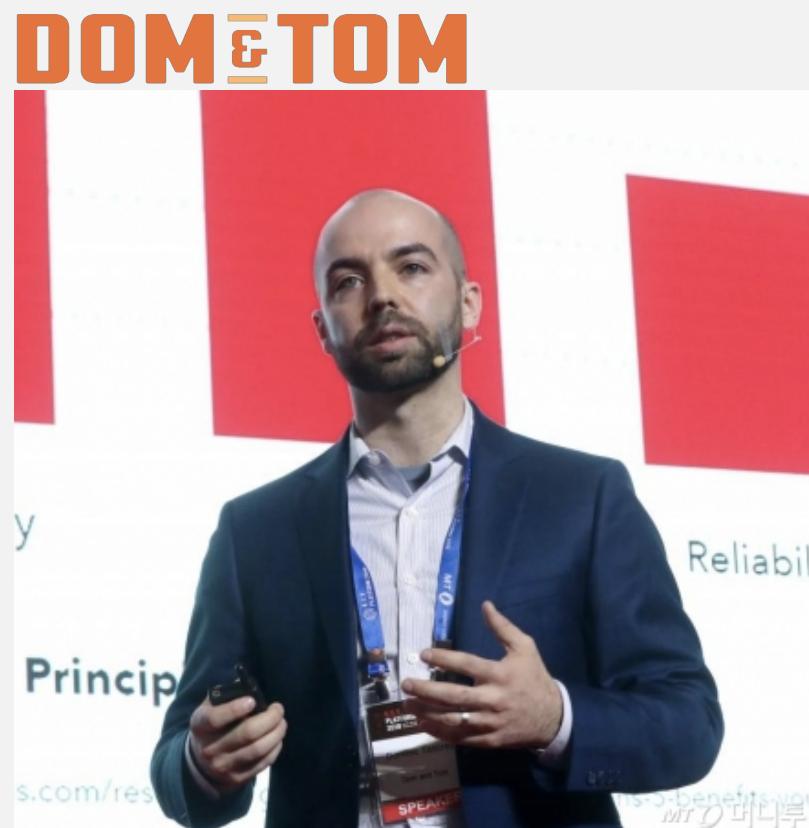


New Business Models and Development in Financial Service

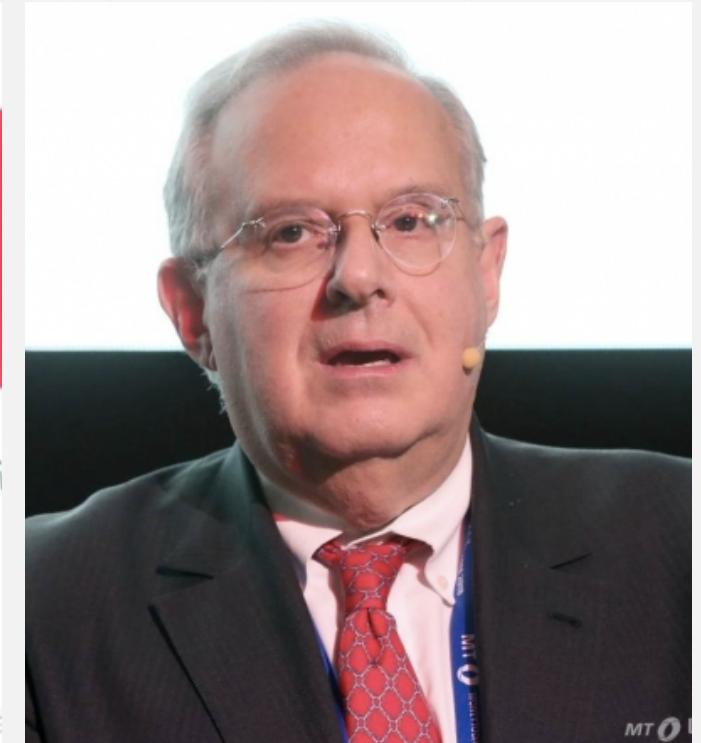
Edward G. Rogoff,
Dean, School of Business,
Long Island University



SEOUL



Edward G. Rogoff

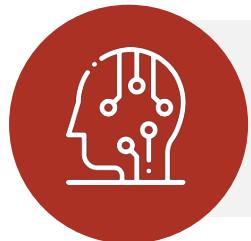


NYET Digital Finance MBA

2018/04/23~25

Intensive Professional Studies

Topics:



Artificial Intelligence &
Machine Learning in Finance



Blockchain & Cryptocurrency
in Finance



New Business Development
in Finance Industry



Speakers:

- Dr. Edgar Troudt
 - Research & Strategic Partnerships, Long Island University. Phd., Assistant Dean



- Dr. Edward Rogoff
 - Dean & Professor at Long Island University Business School, Brooklyn, NYC



- Savvas Mavridis
 - Carta Primo Inc. CEO
 - Strategic Advisor, Morgan Stanley



- Young-dall Lee
 - Entrepreneurship, Dongguk University Business School Professor





- Learning the Future of Finance
- Learning Amelia (IP Soft AI banker)
- Networking
- Mentoring



SEOUL

kotra
Global Business Platform



DIGITAL EXPEDITION

BEIJING

Digital Expedition @ Beijing

2018/03/29~04/04

With the companies in China, like 'Baidu', 'Xiaomi' and other leading companies in the sector of 'Blockchain', exploration was made by the bank executives from Korea.

Blockchain, it could be redefine as "A Digital-Trust-System Network"



BEIJING



BEIJING



Blockchain has been utilized in most of the Finance industry and the mass production industry. The entities are the companies which can create their own business ecosystem.



KET NYET

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New York Institute of Entrepreneurship & Technology™**

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