

# GAMBIT- HEC-ULg

## THE WIN-WIN OF A PARTNERSHIP



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**GAMBIT FINANCIAL SOLUTIONS  
HAS BEEN CREATED IN 2007 AS A  
SPIN-OFF OF HEC MANAGEMENT  
SCHOOL - UNIVERSITY OF LIEGE.**

We supply to the financial industry software solutions that help provide a better service to people willing to invest their savings in other instruments than poorly rewarding savings accounts. During our first years of operation, we have developed an investor risk profiling tool and a portfolio optimisation system. Both are based on published research and algorithmic optimisation developments by academics and researchers from HEC and University of Liege.

Today the company markets an investor profiling software (WealthExpert), a portfolio optimisation solution (FolioMaster) and a performance and risk analysis tool (FolioReporter). These solutions and tools are accessible as software. Some of the functionalities are also available as a service.

### GAMBIT IS UNIQUE IN SEVERAL WAYS

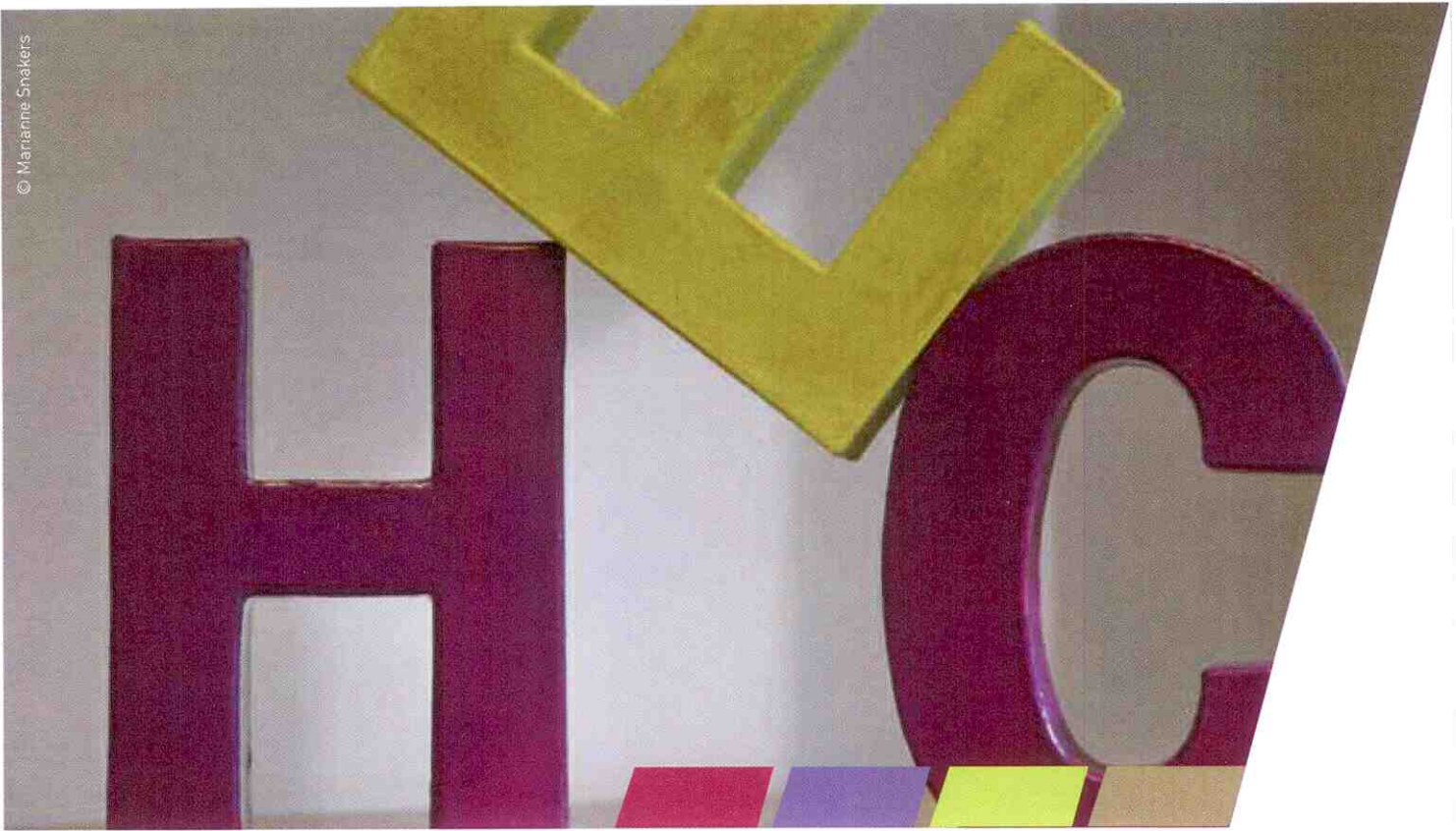
We adopt an innovative approach to financial risk. We offer the capacity to extend to every consumer the benefits of advanced and efficient tools normally confined to professional investors. We provide a measurement of risk that goes beyond what is traditionally offered by mainstream banks and that takes into account what is usually chastely ignored: a crisis is always around the corner. We use the same principles to identify an investor risk profile and to optimise a portfolio; we create an organic link between an investor profile and the

investment advice that is provided. At Gambit we advocate a new approach where investment is managed to fit the desired way of living of investors. We help optimise risk in function of investors' life-style. Returns are optimised after this best fit has been reached. We believe that many investors want their investment to match the way they live rather than to see their way of life completely shaken by the behavior of their investments.

This can substantially improve the well-being of every investor, small and large, traditional and more sophisticated; it also gives better tools to institutions focused on socially responsible investments, such as micro-credit institutions, to better manage their allocations of loans and therefore extending to more people their lending capacities. But it is clear that this affects a few habits and is disturbing a few comfort zones of the financial industry. Therefore the robustness of the scientific foundation of our software solutions is critical. It must be proven and persistent over time.

“ *This is why we are absolutely convinced and committed to our partnership with HEC-ULg. The on-going ties with prominent academics and researchers are key to constantly ensure our solutions are rock-solid.* ”

GAMBIT-HEC



Let's face it, we live in a very competitive environment and Gambit needs to constantly innovate to remain ahead of competition. Our innovation stream comes from two sources: new requirements from our clients and development in finance theory. We constantly combine, and sometimes confront, these two sources in order to come up with innovations that are robust and pragmatic. Our proximity with HEC-ULg offers a win-win opportunity.

“ We provide to students, researchers and even professors (!) an environment where they can directly test the theory they are working on with the ferocious reality of the business. ”

But isn't the "B" of business in the "C" of HEC? And we, at Gambit, we benefit from the "HE" of HEC as a source of excellence, inspiration and competitive differentiation.

Indeed we have made the strategic choice of focusing our development on solutions that ultimately deliver strong added-value to the clients of financial institutions, whether they are retail or professional investors. And this is much more difficult to execute than to write. Particularly when it comes to exporting these solutions across Europe (as a start). We are already active in four countries - Luxembourg, France and Switzerland beyond our home market. In each of these markets

we are building our brand by positioning Gambit as a company that brings software and also expertise to the community. Here again, words are insufficient. Therefore we are paying particular attention to the quality and the knowledge of our collaborators in all our departments, whether marketing, sales or IT. We are also keen to explain that, although we have passed the level of a pure spin-off, our partnership with HEC-ULg is a guarantee of a continuous feed of quality innovation.

## ENTREPRENEURIAL SPIRIT

As important as our commercial developments, our success is clearly linked to the entrepreneurial spirit that motivates everyone working at Gambit. In the recent past, we have offered to a number of high-quality HEC-ULg students the possibility to experiment first-hand the excitement and the challenges of developing a young company for a market that goes well beyond the regional boundaries naturally associated with HEC-ULg. We are very pleased that several of them have embraced this entrepreneurial spirit, and have chosen to start their professional live with us. This is clearly a win for Gambit but also, I believe, a subject of pride for HEC as it demonstrates that the school, indeed, transfer and improve knowledge, but also that it moulds entrepreneurial attitude.

**A win-win again !**

