

## NBS Focus Point: Blockchain Technology



**Speaker:**  
**Mr Dave Friedel**  
Founder  
MarketAlly

Dave is founder of MarketAlly, an investment advisory firm which initially developed an automated trading assistant that linked to TD Ameritrade to provide clients with definable algorithmic artificial intelligence (AI) for identifying and trading securities. Their new offerings feature emotional algorithms that involve neural networks to derive predictive outcomes based on a new behavioural heuristic framework for multiple brokers. Complete rewrite spanning trading plans, artificial intelligence and crowd-sourced intelligence to provide superior market analysis for everyone.

Dave is also an author and developer of innovative technologies. His specialities include design, development and the ability to see the large picture, marketing concepts, thorough programming knowledge and financial insights.

Dave graduated from the Arizona State University with a Bachelor of Science in Interactive Computer Graphics.