

CREATING PURPOSE-BUILT SOLUTIONS FOR CLIENTS

Mike Muniz, Partner and Chief Revenue Officer at Canoe Intelligence, talks to **Tom Burroughes**, Group Editor at *Family Wealth Report*.



What sets you apart from your peers this year and why?



What makes Canoe stand out? Our tech-forward approach to solving operational challenges head-on for our clients. Since Canoe technology was incubated within a private investment firm in 2013, we have been building an entirely unique shared intelligence designed to solve a pervasive challenge among alternative investors.

As this has grown, our clients have been able to leverage this ever-growing collective network to reliably extract data based on other learning in the system, and then create bespoke patterns to meet their needs in seconds. With this, clients are empowered with greater speed and accuracy in not only completing required client reporting but also in creating new opportunities for deeper data access and analysis. Lastly, our blend of industry experience with advanced ML and AI has positioned us to understand nuances and details needed to solve challenges we faced when we were in their shoes.

How have your colleagues contributed towards the success of your organization?

We're very fortunate to have a highly unique mix of technology talent and industry expertise. As we've built out our teams, we've focused on hiring individuals with alternative investments and private capital markets backgrounds.

It's critical that we really understand the industry's challenges, its evolution and have personally felt the operational pains associated with alternative investment reporting. We believe this client perspective is key in configuring new environments and building the right products for our clients.

What are you going to do to stay on the front foot in a fast growing but also challenging region such as this?

Our culture is steeped in innovation. We are continually rethinking the way we solve client challenges and we're always searching for the most efficient and creative ways to help alternative investors scale their businesses. It's this iterative mindset, that has led us to develop the Canoe product as it is today.

Within the last 12 months, we've released Canoe Connect, which automates document retrieval from portals. We've also enhanced our offering to extract data from more complex documents like financial statements.

We've been fortunate to assemble an incredible and humbling group of clients, but we also feel as though we are in the early days of our product development, and are excited about the future and continued growth of the product for our clients.

What have been the challenges you have had to overcome to reach such a standard?

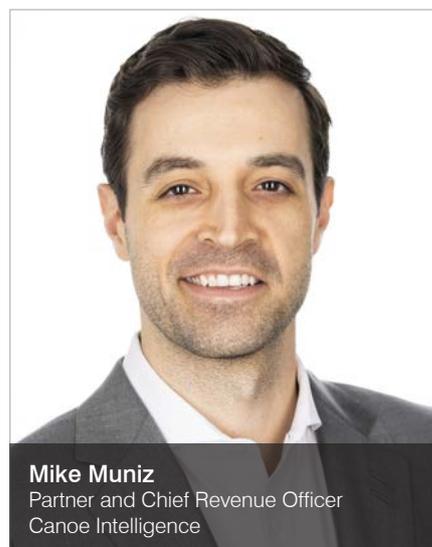
The past year has certainly posed challenges to the entire world and created new paradigms for working. Our cloud-based technology allowed Canoe's business to go uninterrupted with no loss in efficiency for our team or for our clients.

Canoe's machine-learning and AI platform continues running, learning, and processing client documents, even when employees aren't working.

We're proud of what our team was able to accomplish for our clients over the past twelve months in bringing stability, efficiency, and automation to an otherwise evolving and sometimes chaotic working environment.

Whom do you look to for inspiration and ideas?

Our clients are our inspiration. As we listen to their challenges, it's our responsibility to translate their ideas into actionable technology solutions. In working with our innovative clients, we've uncovered new ways that Canoe can be used to empower data science initiatives and streamline how clients can gather documents from multiple, distributed portals.



Mike Muniz
Partner and Chief Revenue Officer
Canoe Intelligence

Moreover, having a team full of industry practitioners amplifies our creativity and allows us to spearhead the evolution of how to best manage alternative investments. Our clients push us to continue innovating, testing, and building purpose-built solutions.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

We are honored to be recognized by *Family Wealth Report* in the *Onboarding* category. Receiving this award validates the tech-forward approach we've taken in building our company and in reimagining alternative investment data processes for our clients.

With additional awareness of Canoe and our approach, we hope to help many more family offices and wealth managers reduce friction in change management, unlock their alternative investment data and scale their businesses. ■

