

Spring Hill couple creates virtual financial adviser

iQuantifi's debut is at tech conference next month

By Jamie Page

The Tennessean

Tom and Karen White of Spring Hill have been invited to show off their own financial technology start-up creation at the finance world's premier invitation-only tech conference.

FinovateSpring 2012, coming in May to San Francisco, is where they'll present iQuantifi, an online-based software platform they created to provide automated, personalized financial advice. The Whites will be among 60 company owners across the country asked to demo their product to a crowd of more than 850 people.

"Finovate is a launch pad for some of the most innovative companies in financial services, so it really is an honor to be invited," said Tom White.

"Participating in the event validates our vision to help people reach their financial goals via the Web. It really goes beyond simple budgeting tools. With iQuantifi, we're taking personal finances to the next level, which is online advice."

The automated financial advice iQuantifi will provide is entirely from the expertise of White's 15 years as a practicing financial adviser. In fact, iQuantifi spun off in June 2011 from Cool Springs-based CAP Partners, a financial planning and registered investment advisory firm of which White is principal.

The way iQuantifi works is the user will be asked a detailed series of questions about his or her finances and financial goals, such as buying a home, saving for retirement or building a college fund.

If a young couple's goal is to buy a house, they'll be asked how much they plan to spend on it, how much they have earmarked to buy it and other such questions. Based on their responses, they'll be given personalized financial advice catered to their needs and directed to certain financial products.

That's where iQuantifi will make money. The service will be free; however, it will recommend certain financial institutions depending on what best suits the user's needs. Only institutions that have paid iQuantifi a fee to be on its offerings list will be among those recommended.

However, iQuantifi will not give such advice without explaining where in the user's budget the money will come from.

"It also will educate the user," White said. "So, if someone is wanting to buy a \$100,000 car, but they have a low amount of income and credit card debt, then it will explain why they shouldn't

buy that \$100,000 car."

White says the software will fill a niche that does not exist.

"(The platform) is for those who do not qualify for one-on-one financial advice," he said. "It's usually too expensive; iQuantifi is designed very much for the do-it-your-selfer."

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About Finovate

- Finovate events are the first demonstration-based conferences for the financial and banking technology industries. This conference series, each spring in San Francisco and each fall in New York, offers a chance for leading industry professionals to explore the future of finance in a fast-paced environment.
- The two-day conference showcases the newest financial and banking technology innovations from leading established companies as well as start-ups.
- The one Tom and Karen White will attend is May 8-9 in San Francisco.
- Tom White will present a local debut of his product at a Rotary Club of Spring Hill meeting later this month. iQuantifi will be launched for beta testing soon after its unveiling at Finovate.

For more information, visit <http://iquantifi.com> or call 615-807-2028.

Caption: Tom and Karen White of Spring Hill