



AI infin8

aiinfin8.com

100m Social Media sites + Unique Methodology



Data Feed

100 Million Sites
44 Languages

Coding, Database
Query Writing

Filter, Segment, Tag

Location,
profession, community,
country, language

Create Giant Focus Groups

Create listening panels,
community indices



Analysts

Work Data into
Dashboards

Test, Fine-tune
& Mine Data

Extract & Read Representative Samples

Physically read thousands
of posts & score them from
the perspective of the
client to **screen for cynicism, sarcasm
context, mood, language**



Experts

Create analysis
of entire
conversation

Know what people Think Feel and WHY

Reaction to events,
policies, speeches,
campaigns, etc.

Understand

Influencers, trends, media,
bots. Discover what moves
the dial and why - live

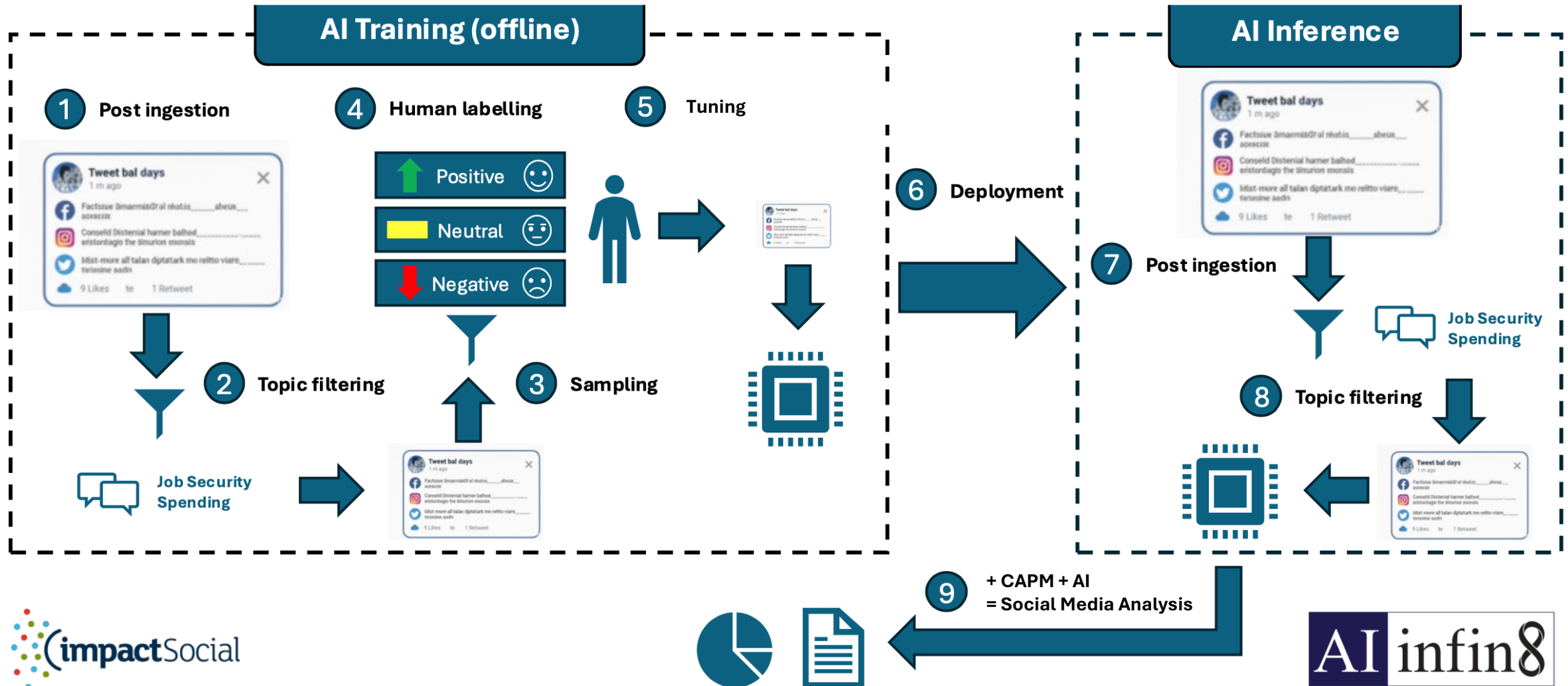


Reporting

Advise on comms
strategy, messaging,
tone, campaign
tactics/impact



AI Applied To Expert Human Trained Data Scoring Methodology



Portfolio Construction – Use Cases



[1] Filters / Topics

a) Macro Sentiment Tracking

Our scored data is correlated to economic indicators

- US jobs figures - Non Farm Payrolls
- Consumer Confidence
- Spending

b) Sector Rotation

- Detect Emerging Themes before analyst reports
- Track momentum sentiment across sectors

c) Signal Generation

- Quantify social media indices used in systemic strategies
- Correlate sentiment with asset returns, volatility or trading volumes

d) Consumer & Corporate Behaviour

- Job market or consumer spending can predict trends in corporate activity
- Insights ahead of earnings reports

e) Risk / Stress indicators

- Sentiment in ‘fear’ related topics (“recession”, “default”, “crash”) can be leading indicators of volatility

[2] CAPM

Expected Return ($E[R]$)

Forecasted return based on market risk.
Used to set client expectations and compare investment options.

Beta (β)

Measures sensitivity to market movements.
Key for assessing portfolio risk and diversification.

Alpha (α)

Indicates performance above or below CAPM expectations.
Used to highlight manager skill or strategy effectiveness.

Risk-Free Rate (R_f)

Benchmark for minimum return (e.g., government bonds).
Forms the base of CAPM calculations.

Market Risk Premium ($E[R_m] - R_f$)

Extra return expected from the market over the risk-free rate.
Helps justify equity exposure.

R-squared (R^2)

Risk-adjusted return metric.
Common in performance reporting and fund comparisons.

Standard Deviation (σ)

Measures total volatility.
Used to explain portfolio risk and stress scenarios.

R-squared (R^2)

Indicates how much of a portfolio's movement is explained by market movements.
Useful for evaluating diversification and model fit.

Tracking Error

Measures deviation from a benchmark.
Important for assessing active management.

Treynor Ratio

Return per unit of market risk (beta).
Complements Sharpe Ratio in CAPM-based analysis.

Information Ratio

Measures excess return per unit of risk relative to a benchmark. Higher IR indicates better active management.

[3] Pattern / ML / Analysis



= predictive leading indicators



Parameter 1

- negative
- neutral
- positive

Parameter 2

- Job Security Pacific (rural)
- Job Security Pacific (urban)

Parameter 3 & 4

Parameter 5

State location	District	organisation / individual
California	USA.CA.San Bernardino	individual
California	USA.CA.San Jose	individual
California	USA.CA.San Jose	individual
California	USA.CA.San Diego	individual
California	USA.CA.Los Angeles	individual
California	USA.CA.San Francisco	individual
California	USA.CA.Los Angeles	individual
California	USA.CA.Irvine	individual
California	USA.CA.Irvine	individual
California	USA.CA.Los Angeles	individual
California	USA.CA.Los Angeles	individual
California	USA.CA.San Francisco	individual
California	USA.CA.Los Angeles	organisational
California	USA.CA.San Francisco	individual
California	USA.CA.San Francisco	individual

[4] Custom Parameters

Example US Job Security *



* Custom engagement via rate card / SoW

Standard OOTB

Industrials (11.0% allocation):

Cyclical industrial stocks also bore the brunt of the negative sentiment shift. Hiring slowdown fears sparked sharp selloffs in machinery plays Caterpillar (-26%) and Deere (-21%), while Boeing (-18%) and 3M (-16%) retreated on softer capex outlooks. Logistics bellwether UPS (-13%) slumped as e-commerce activity moderated. The sector's high-beta nature amplified its vulnerability to the sentiment downdraft.

INDIVIDUAL SECURITY SPOTLIGHT:

Among individual holdings, Meta (-33%), Nvidia (-28%), Disney (-25%), and Boeing (-18%) were the most negatively correlated with the job sentiment plunge, reflecting their vulnerability to economic slowdown fears. Notably, UPS (-13%) declined less than other industrials, while T-Mobile (-11%) outperformed telecom peers - hinting at some relative resilience. However, the bulk of the portfolio's sentiment-sensitive holdings delivered sizable negative contributions to overall performance.



[5] Natural Language Query – free form text box

“Give me the impact on my portfolio for sentiment from Twitter feeds on negative sentiment on US Job Security for Industrials in California that have a Beta below 1”

“The single biggest concern is the impact of tariffs on essential goods. What proportion of my portfolio is needed to generate enough income to maintain existing levels if the price of food and staples rises 5% in USA and those industries most effected bear the cost, followed by their sector share prices by 2%”

**An infinite suite of
financial services AI innovations**



Example

Sentiment – April 2025

Job Security

- Sentiment shifting from cautious hope in Jan 25 to hardened scepticism in Apr 25
- People describe businesses scaling back, layoffs beginning and communities bracing for the worst

Cost of Living

- The single biggest concern is the impact of tariffs on essential goods
- People describe their weekly shop as a growing source of stress



What happened – July 2025

Job Security

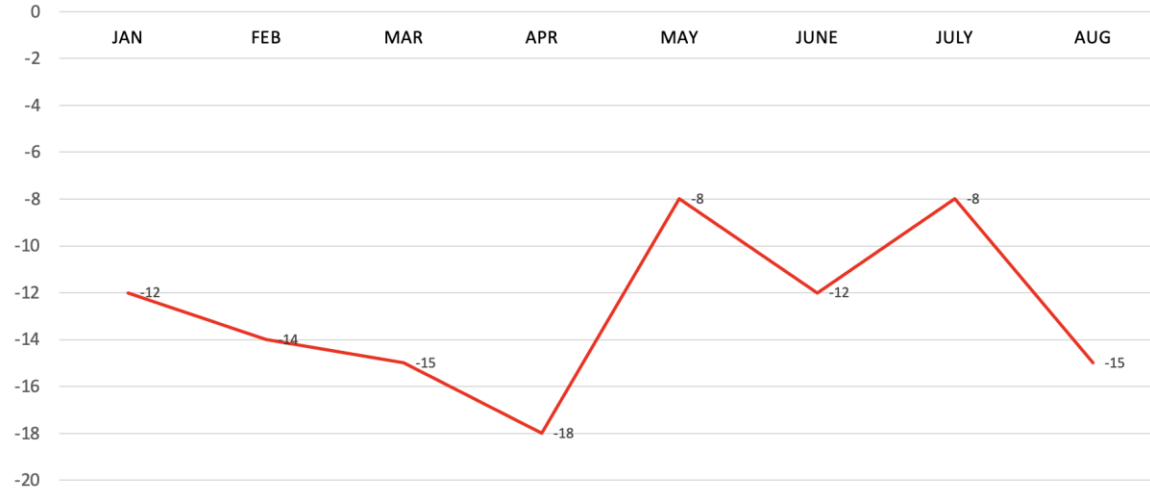
- American Companies Hit the Brakes on Hiring* ([Wall Street Journal](#))
- Over half of private industries experienced job cuts in June
 - Just 74,000 new jobs due to tariff uncertainty and increased AI adoption

Cost of Living

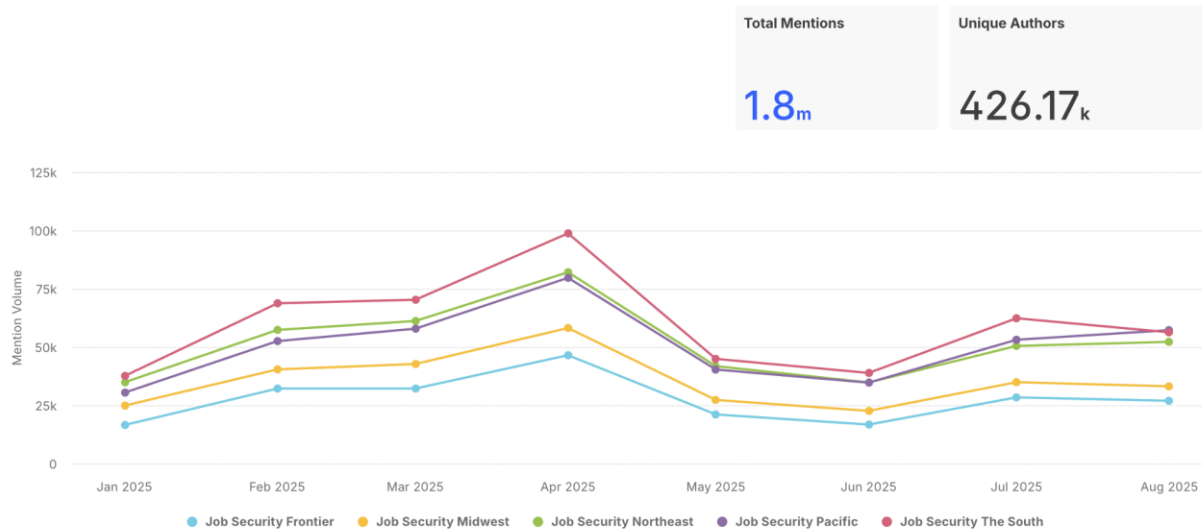
- Tariffs are now a top concern* ([McKinsey](#))
- “Gloomy Americans cut back on spending as inflation ticks higher” ([AP News](#))

Job Market Sentiment Tracking

JOB SECURITY SENTIMENT IS FALLING



JOB SECURITY VOLUME IS HOLDING



Social Media Analysis - Topic Tracking

