



Panel Discussion

## GenAI in Content Creation

# Transforming Marketing Through AI-Powered Creativity



*Lead Panellist*

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Director, Marketing  
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Senior Performance  
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**SEWON  
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Head of  
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**What's the extent of implementing / utilising GenAI for content creation in your organisation**

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**GenAI in Content Creation**  
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Question 1

**How are you integrating AI-generated content into your broader marketing workflows, is it supplementary or becoming core to your strategy?**

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Question 2

**What are the biggest challenges you've faced when introducing GenAI tools internally?**



Q&A









## Avenir Group

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We're pleased to launch the Avenir-HKU Web3.0 Quantitative Trading Challenge 2025!

Calling all current, graduating, and incoming full-time students from across the globe! Compete in **Asia's first institution-grade digital asset quant trading competition**, jointly organized by Avenir Group and [HKU Business School](#), with support from the Web3 Research Hub and the Institute of Digital Economy and Innovation (IDEI).

### Why Join?

- Trade like a pro** with live funds on Avenir's institutional-grade platform
- Win big with a **\$50,000 prize pool**
- Exclusive **internship** opportunities for top teams
- Sponsored trip to Hong Kong** for the finals

### Key Dates:

**Registration:** Now – June 15, 2025 (Rolling registration until August 14, 2025)

**First Round:** June 16 – August 24, 2025 (Simulated Trading)

**Second Round:** August 25 – November 23, 2025 (Live Trading with 10,000 USDT/team)

**Finals in Hong Kong:** November 27 – November 29, 2025 (Sponsored trip!)

### Eligibility:

Open to all full-time students worldwide, including graduates of May 2025 and new students starting in Autumn 2025. Teams of up to 3 members are welcome!

Don't miss your chance to compete, learn from world-class experts, and accelerate your career in Web3.0 trading.

**Register now:** <https://lnkd.in/gmJSDfDK>

\*\* The final rewards are subject to the rules and terms set by the organizer. The competition rules and terms are enforceable. The organizer retains the right of final interpretation of the competition rules and terms.

For any enquiries, please contact: [Avenir\\_HKU@avenir.hk](mailto:Avenir_HKU@avenir.hk)

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## Avenir Group

9,082 followers

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### Win \$50,000 in the Avenir-HKU Web3.0 Quantitative Trading Challenge 2025

Are you ready to compete with the best? Join thousands of contestants from the world's top universities, including Oxford, Cambridge, MIT, Yale, Peking University, the National University of Singapore, and more for an exciting summer of **quantitative crypto trading**.

This is **Asia's first institution-grade digital asset quantitative trading competition**, co-organized by Avenir Group and [HKU Business School](#).

### Key Highlights:

- The challenge is LIVE – start trading today!
- Registration is open until August 14, 2025 – but early birds get a head start!
- Compete for a \$50,000 prize pool and a sponsored trip to Hong Kong for the finals!

### Why Join?

- Trade live funds on Avenir's institutional-grade trading platform.
- Compete for a \$50,000 prize pool.
- Unlock exclusive internships for top-performing teams.
- Win a sponsored trip to Hong Kong to compete in the finals.

### Important Dates:

Registration: **Now – August 14, 2025**

First Round – Simulated Trading: June 16 – August 24, 2025

Second Round – Live Trading: August 25 – November 23, 2025 (10,000 USDT/team)

Finals in Hong Kong: November 27 – 29, 2025 (Sponsored trip)

### Who Can Join?

Open to all full-time students worldwide, including May 2025 graduates and new students starting in Autumn 2025. Teams can have up to 3 members.

**Pro Tip:** Register early to start trading sooner and gain an edge over the competition!

**Register now:** <https://lnkd.in/gmJSDfDK>

For any enquiries, please contact: [Avenir\\_HKU@avenir.hk](mailto:Avenir_HKU@avenir.hk)  
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## PRIZE POOL

The total prize pool for this competition is **US\$50,000**, distributed as follows:

- Champion team: **US\$20,000**
- The first runner-up team: **US\$12,000**
- The second runner-up team: **US\$8,000**
- **Special contribution award:**
  - This award recognizes teams that make significant contributions to the competition, such as providing valuable external data factors, tools, or other inputs that enhance the competition's overall quality.
  - Outstanding teams will receive additional rewards as part of this award.

Register Now →

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- **The second round's profit bonus:**

After the conclusion of the second-round live trading, the top 10 teams advancing to the final round will receive an additional reward equal to 20% of their trading profits. This bonus is designed to encourage participants to continuously optimize their strategies and excel in real-world performance.

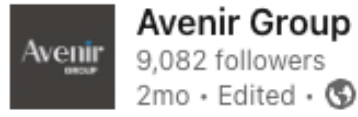
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Question 3

**Which types of content (e.g. ad copy, social posts, product descriptions) have seen the most benefit from generative AI, and why?**





### Beyond the Charts – The Great Debate on Crypto Trading Strategies

On Tuesday afternoon, Avenir Group had the pleasure of welcoming industry leaders, alongside our distinguished co-hosts [Caerus Global Management](#), [Galaxy](#), and [Talos](#), at the Avenir Club in Hong Kong.

The evening commenced with welcoming remarks from Jason [Jianzhong Lan](#), COO of Avenir Group and CEO of Innovative Incubation Business, setting the stage for a vibrant conversation.

#### Panel Discussion Insights

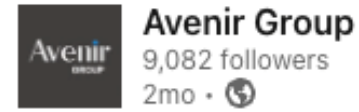
Moderated skillfully by [James Aitchison](#), Founder of [Caerus Global Management](#), the panel featured an esteemed group of crypto trading specialists:

- [Bing Zhang](#), Portfolio Manager at Avenir Group, shared perspectives on risk management, portfolio optimization, and innovative approaches tailored for evolving digital markets.
- [Alfonse Mandese](#), Global Head of Revenue at [Talos](#), discussed advanced infrastructure solutions, highlighting the critical role of technology in shaping effective trading strategies.
- [Matthew Newton](#), Director of Sales & Trading at [Galaxy](#), provided key insights on institutional trends and the future implications for trading in the crypto landscape.

Throughout the discussion, panelists exchanged candid viewpoints, examined trading methodologies, and addressed pivotal opportunities and challenges influencing today's crypto markets. Their collective expertise offered attendees valuable strategic knowledge to navigate and succeed in the cryptocurrency domain.

A heartfelt appreciation to our panelists, moderator, co-hosts, and attendees for making the event memorable and meaningful. Your active engagement continues to drive conversations forward, fostering innovation in the rapidly evolving world of crypto finance.

Let's continue to explore, challenge, and advance—together.



### Bitcoin Market Insights: May Issue

In this month's Bitcoin Insight, we examine the evolving dynamics within the Bitcoin market and explore the key factors shaping its future trajectory. <https://lnkd.in/gY96NB7D> This issue is tailored for institutional investors and market participants aiming to stay ahead in a rapidly evolving financial landscape.

#### Highlights:

- **Market Chip Structure Stabilization:** Bitcoin's internal chip structure is stabilizing, reducing selling pressure and setting up conditions for a potential bull run.
- **Correlation with U.S. Equities:** Bitcoin remains highly correlated with U.S. stocks, but with the current equity market near its valuation peak, there is limited room for further upside.
- **Policy Catalysts:** Positive policy changes, such as state and national reserve bills, could potentially trigger Bitcoin to decouple from U.S. stocks and pave the way for independent growth.

#### What's Next for Bitcoin?

With improving internal market conditions and the possibility of regulatory-driven momentum, Bitcoin could break free from the constraints of U.S. equities in the coming months. But the road ahead is still uncertain as Bitcoin's performance remains closely tied to macroeconomic factors.

Read the full May issue here: <https://lnkd.in/gY96NB7D>  
 Subscribe for exclusive insights: <https://lnkd.in/grcxkZTs>  
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Can Bitcoin break free from U.S. stocks, or will it remain tied to their movements?



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Question 4

**What do you hope to do with AI in the future?**



Q&A