# The future of investing: how AI and technology are reshaping strategies



In the ever-evolving financial sector, the integration of artificial intelligence (AI) automation into investment strategies is becoming increasingly significant, reshaping how investors approach the market. Vijar Kohli, co-founder of Golden Door, asserts that understanding market dynamics is essential for navigating today's complex financial landscape. Speaking to Jomfruland.net, Kohli emphasises that investors must remain informed and vigilant, continuously analysing trends and innovations that emerge within the market.

Kohli's insights stem from years of experience in the field, allowing him to advocate for a thoughtful, research-driven approach to investment. Rather than promoting specific stock purchases, he encourages investors to develop tailored strategies that align with their individual financial goals and risk tolerances. His observations reflect a growing recognition within the investment community that past performance is not an infallible predictor of future outcomes. He notes, “It is vital to look at a broader set of factors when evaluating potential investment opportunities,” which could help shield investors from relying solely on historical data.

Central to modern investing are the technological advancements that streamline and enhance decision-making processes. With tools such as automated trading platforms and robo-advisors now prevalent, even novice investors can access sophisticated trading strategies with relative ease. Kohli highlights the importance of these technologies in shaping investment behaviour. AI and machine learning, in particular, bolster investors' predictive capabilities, allowing for more informed decisions based on advanced data analytics.

However, the increasing reliance on digital platforms brings attention to two key areas: security and risk management. As Kohli points out, ensuring secure financial transactions is more crucial than ever amid the rise of digital investments. Investors are urged to utilise platforms that offer robust data protection and encryption to safeguard their assets. Furthermore, the evolution of risk management tools enables investors to implement predefined limits, effectively mitigating potential losses.

Accompanying these innovations is a noteworthy shift towards sustainable and ethical investing. A growing number of investors are considering the environmental and social implications of their investment choices, leading to the rising prominence of ESG (Environmental, Social, and Governance) criteria as evaluation standards. Kohli asserts that integrating sustainability into investment considerations not only aligns with ethical priorities but also increases the likelihood of long-term viability in a shifting economic landscape.

Looking ahead, the investment sector is anticipated to undergo further transformation. Kohli envisions the potential integration of blockchain technology, which could enhance transparency and traceability in financial transactions. Additionally, he predicts that personalised investment platforms, driven by big data and AI, will play an increasingly significant role, providing investors with tailored strategies that cater to unique preferences and risk appetites.

Kohli’s insights present a transformative view of the investment landscape, where innovations in technology, a focus on security, and a commitment to sustainability are critical for successful strategies in the contemporary market. The reflections shared provide investors with a framework to navigate a complex environment, encouraging them to develop personalised approaches that resonate with their distinct financial aspirations while remaining attuned to broader market trends.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://connectconferences.com/speaker/vijar-kohli/> - Corroborates Vijar Kohli's role as Co-Founder and Portfolio Manager at Golden Door Asset Management and his expertise in deal sourcing and technological efficiencies.
* <https://planetmicrocap.podbean.com/e/microcaps-vs-failed-startups-with-vijar-kohli-co-founder-of-golden-door-asset-management/> - Supports Vijar Kohli's involvement in the investment community, his presentation on 'MicroCaps vs. Failed Startups,' and his emphasis on market dynamics and transparency.
* <https://www.youtube.com/watch?v=vYSn7TWKfXM> - Provides additional context on Vijar Kohli's presentation and his discussions on market dynamics, transparency, and the role of MicroCaps.
* <https://www.goldendoorasset.com/> - Offers information about Golden Door Asset Management, the company co-founded by Vijar Kohli, and its approach to investment strategies.
* <https://twitter.com/VijarKohli> - Verifies Vijar Kohli's presence on social media and his engagement with the investment community.
* <https://libguides.lib.cwu.edu/c.php?g=625394&p=4391900> - Although not directly related to Vijar Kohli, this link provides context on evaluating information sources, which is relevant to the importance of reliable data in investment decisions.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Supports the importance of evaluating information sources critically, especially in the context of financial research and investment strategies.
* <https://www.investopedia.com/articles/active-trading/052214/how-ai-changing-investment-management.asp> - Provides general information on how AI and machine learning are transforming investment management, aligning with Kohli's insights on technological advancements.
* <https://www.investopedia.com/esg-investing-5196869> - Corroborates the growing importance of ESG criteria in investment decisions, as highlighted by Vijar Kohli.
* <https://www.investopedia.com/articles/investing/102915/blockchain-technology-and-its-use-cases.asp> - Supports the potential integration of blockchain technology in financial transactions, as envisioned by Vijar Kohli.
* <https://news.google.com/rss/articles/CBMikwFBVV95cUxORW1SQmlrczdVYTZzTXpYRGVYTnZXd0hZT3hiODhEVnE4X2hjdzdDTV82M01wYURET3k1cmlwUFdWWG5GaWh5XzRZNUJQekJhTEUwQ05aQVlpdW52aERmTWh0OGxiV24yMVVEMDB5WnZuVm1nbXlSMWtRbm9yUGpXSUVIVGdweDVUMUpOM2wwWXczWXM?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data