A defining year for ecosystem.Ai

This year felt like five years in one — and in the startup world, we wouldn't have expected anything less. Before the memory dissolves into a frenzied blur, we're taking a moment to reflect on the year's hardest lessons and greatest successes.

In our founder's words, 2025 consisted of two stages: looking "inside out" and then "outside in."

Looking inside-out was about getting our product ready for commercialization — looking at how best to package the Prediction Platform's broad range of capabilities, and identifying partners who could help match our technology to the right clients. Through collaborations with X-idian, Intelligent Technology Partners, and others, we were connected with new opportunities across the banking and telecommunications sectors. Looking outside-in meant watching shifts in the market closely, which naturally led to a pivot or two. We made some extensive enhancements to the Prediction Platform, including the addition of new behavioral algorithms and the launch of our Model Context Protocol (MCP).

As we look ahead to 2026, our expectations are high. Conversational AI, AI that builds AI, and an escalating demand for real-time intelligence are just a few of the shifts we're preparing for.

But before we get carried into the future, here's ecosystem.Ai's 2025 in a nutshell...

January

- Kick off event! Our product team, partners, sales and marketing team, as well as industry experts all got together to analyse our current position, discuss our plans for 2025, and engage in a battle of ladles in a cooking class.

February

- Develop, demo, develop, demo - the extended capabilities of our AI agent-builder, Ecogentic.

- We also enhanced our behavioral algorithms and our Dynamic Recommender builder.

March

- Digital roadshow across the United States targeting smaller financial institutions, connecting with community and retail banks, as well as credit unions. Here we learnt that segment-of-one personalization has enormous potential for small and growing banks.

April

- Launched our partner meetup series with X-idian, where Matt Hindley interviewed banking industry leaders, veterans, and data scientists. Watch X-idian's top-performing discussion here.

May

- The month your inbox got a little more interesting - ecosystem.Ai's newsletter launch!

- Customer Rewards Functionality, allowing you to configure your models' reward logic.

June

- Product updates were rampant, but among the most interesting was the addition of a multi-source data lookup functionality, allowing you to configure your deployments to retrieve customer information from various databases and tables. This ensures a comprehensive view of customer behavior.

- We also updated our Ecogentic agent-builder to support static models and made improvements to the recommender nodes.

July

- Big push for packaging our AI capabilities, launching our Prediction as a Service (PaaS) Lab and additional Modules such as the Telecommunications Agentic Journey, and Conversational Banking.

- Launched our Pulse of the AI Ecosystem, where our head of narrative shared our take on current AI news with the ecosystem.Ai community.

August

- Our Founder, Sales and Marketing strategist, and Chief Client Officer presented at the AI + BI Innovation and Tech Fest in Johannesburg, South Africa. Our focus was a new take on customer engagement, with the slogan "Personalization is not "Hello, [Name]".

- Hosted one of our best-performing tech sessions: Turn prediction stories into live projects

September

- In true ecosystem.Ai fashion, our Head of Marketing and Head of Narrative stepped out of their comfort zone with a 7-day Python course for Data Science.

- Introduction of our MCP server, allowing for more versatile integration of the ecosystem.Ai Platform.

October

- Hosted our partner dinners with the concept of 'customization to clientization' at the centre of the discussions.

- Ecogentic chat app version 1.2.10 was launched, with multiple model support for Ollama, OpenAI and Ecogentic, as well as the addition of image upload.

November

- Our founder, Jay, back at our San Francisco offices, attended several tech-head and business sessions where real-time came out as the winning theme. He also couldn't help but try out Waymo's sweet ride - a self-driving car with an entirely hyperpersonalized experience, from automatically adjusting the temperature, to playing the last song you were listening to on Spotify.

December

- Launched our Substack account, where we'll be sharing what you should be paying attention to in the AI and business world. Don't miss out - you can subscribe here.

- Exciting upgrades to our product which we will be announcing next year.

- Reflecting on 2025 and planning for 2026 - we are all quite excited.