



# The App Landscape in 2024 and how to futureproof your practice for the next 5 years

Geoff Baker, Intuit

A photograph of two young women with long blonde hair talking in a park at night. The woman on the left is in profile, looking towards the woman on the right. They are both wearing dark jackets. The background is dark with some green foliage and a soft light source, possibly a street lamp, creating a bokeh effect.

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# Today's moderator



**Geoff Baker**  
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# Panelists



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Heather Smith  
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Keran McKenzie  
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Jon Levin  
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**What will the App Landscape look like in 2024?**

2019

2020

2021

2022

2023

2024

# What will the App Landscape look like in 2024?

1. What is the biggest innovation in accounting tech of the last 5 years?

# What will the App Landscape look like in 2024?

## 2. Buzz words! What is relevant for today's advisors?

Artificial Intelligence

Blockchain

New Payments Platform

# What will the App Landscape look like in 2024?

**3. Which industry segments are likely to see the most innovation in the next 5 years?**

# What will the App Landscape look like in 2024?

**4. What features do you look for when recommending an app?**

**What features will apps need to compete in 2024?**

# What will the App Landscape look like in 2024?

**5. As Advisory roles expand, what revenue opportunities are there for Advisors?**

# What will the App Landscape look like in 2024?

6. Are the biggest apps of 2024 global or local players?

# What will the App Landscape look like in 2024?

## 7. Education: how should Advisors keep up with technology?

# What will the App Landscape look like in 2024?

8. What's the one app or piece of advice you can recommend today?

# Questions?

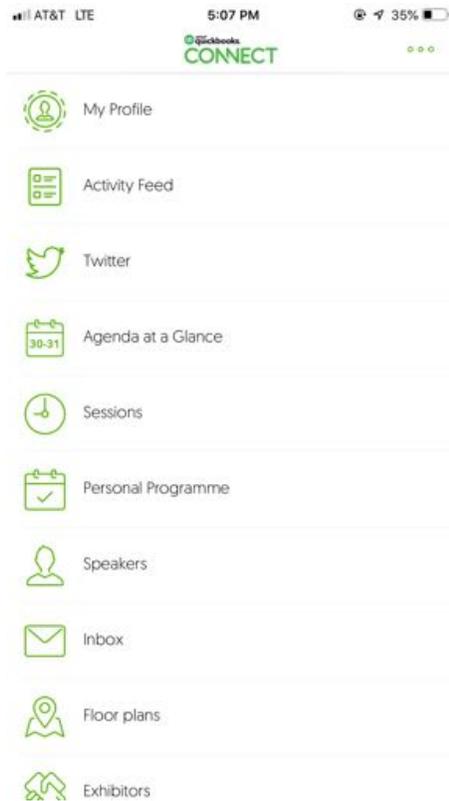
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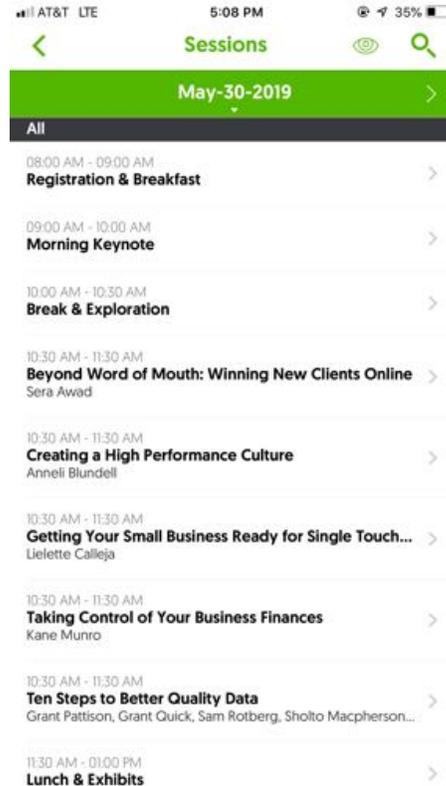
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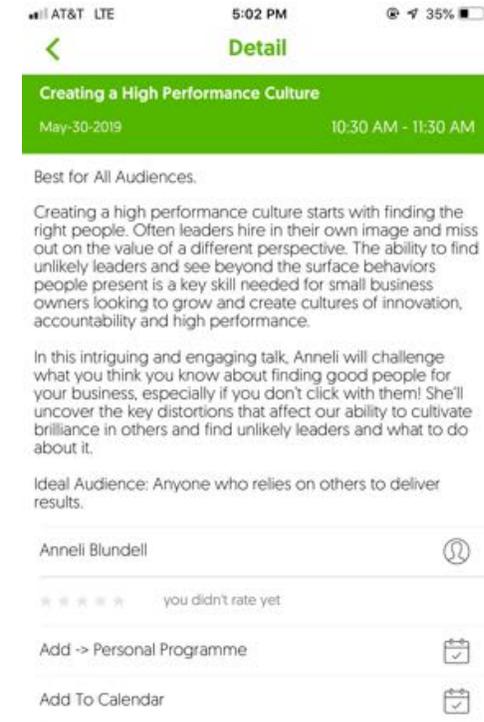
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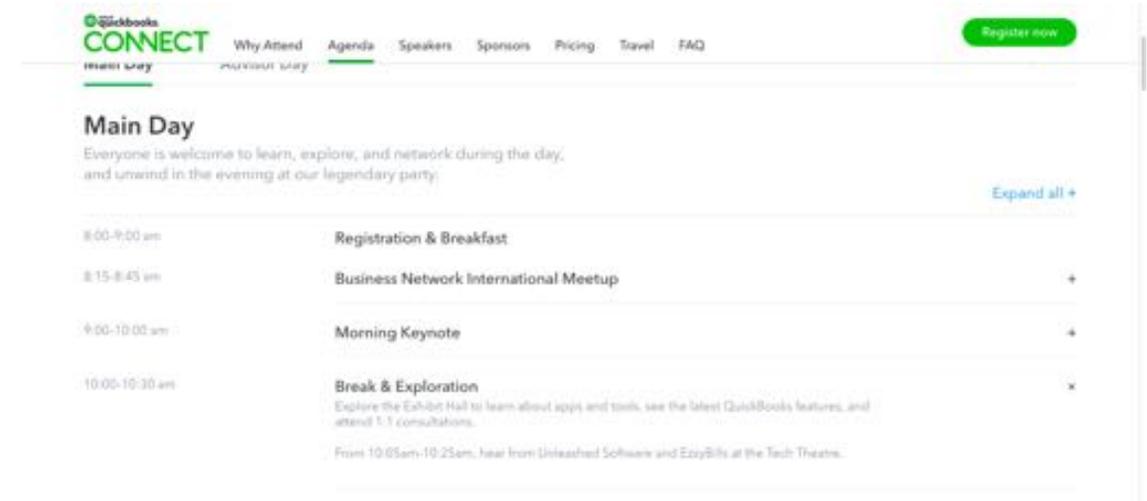
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