Pitch for Parallax - 2020

# Avish:

* When we were registering for Parallax, we had a very specific reason in mind, which is why we chose the fintech domain. All of us have seen a stock/equity website. For a newcomer, not from the financial industry, it just seems like a cluttered mess. It’s absolutely mind-boggling how much mis-information about stocks/equities/mutual funds is thrown around when a beginner searches for the basics and how to starts’. This is why we are building Arrow.
* Arrow is a multi-platform app/website. Its a ground-breaking product that has personalised expenditure tracking, stock/equity investment prediction and recommendation. The way our product is unique is that, we aim to be a simple, educational, accessible platform using regional languages to have a large prospective audience, more than 80% of India’s population. Another aspect of our product that we are working on is an enterprise solution based on the same underlying technology which predicts growth of stocks/equities, and is designed in a way optimal for day traders and brokers. We think that there’s a great demand in both the consumer and enterprise market, especially in the enterprise market with algorithmic trading being a major part of a day traders job. We’ll are currently researching and working on making our product an enterprise friendly solution.
* Our UI/UX is simple, elegant, beautiful. Even those unacquainted with stocks/equity/investing in general can understand the salient features with ease. The app has been designed in such a way that it is fast, responsive, sleek and enriches the user experience.
* A major inspiration for this project was to make the equities more accessible. So to achieve that we have added video tutorials which explain in very simple language the basic terminology, the working process and the benefits associated with this form of investment. There will be audio and subtitles in all regional languages to not being fluent in English won’t be a limiting factor for anyone. We have implemented this using S2T (Speech to Text) and T2S (Text to Speech), where the English audio is transcribed to English text which gets translated to regional languages, which is finally converted to regional language audio.
* Our product also includes personalised expenditure tracking, allowing us to suggest the best suggestions for the user to save money, and optimal ways to invest to their money, while keeping risks to the bare minimum. To keep the risks minimum, we will select stocks with an established history of stability. Also, we plan to scan for keywords in tweets using the twitter API, so that we can track when the company is mentioned negatively/positively and use that to predict more accurately.
* Now, Siddharth will show the app UI
* Then, Jofin does Machine Learning
* Then I end with