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Group 4 Research

TOPIC

The intersection of social and finance—as well as shifting attitudes around what we share about money online—have given way to an ambitious new wave of financial products."

"Your team is preparing an analysis for a client about a potential new product at the intersection of social and finance."

"Research the current state of the art products on the market and make a case for a new app (product) for an under-served market. Your analysis should include strategy, innovation as well as disruption in the target market."

Current State

1. Venmo
2. Webull
3. Zelle
4. Blockchain
5. AI
6. Mobile Accessibility/Convenience

Possible names

1. InvestNest
2. PennyPal
3. FinanceFam

Target Market

1. Young Adults who want more financial knowledge
2. Young Adults seeking a community on their financial journey
3. Young Adults who cater towards social interaction/social media and have financial goals

Strategy for Success Within the App

1. Socially Integrated Financial Tracking
2. Community Challenges and Rewards
3. Personalized Financial Learning Paths
4. Gamification and Social Rewards
5. Peer-to-Peer Advice

Innovation in the Social-Financial App Market

1. Community-Focused Financial Education
2. User-Generated Content

Disruption in the Target Market

1. It will be one of the first apps where a community is able to work together and help each other achieve their financial goals.
2. Most apps encourage a solo/isolated financial journey where people have to do research on their own and figure it out themselves.
3. Inexperienced financial people will cater to this app as many people will provide tips to help them.

4. Premium model for app for the apps revenue where the user would get extra benefits (we gotta think of some) (**Allan started the premium model service ideas, not finished yall can add to it**)

Work Cited

[Building Personal Finance Apps: Trends & Features | Interexy](#)

[8 Important Finance Trends \(2024 & 2025\)](#)

[Are Budgeting Apps Worth It? – Forbes Advisor](#)

<https://www.webull.com/feature/community>

<https://www.sciencedirect.com/science/article/pii/S0736585320300885>

<https://www.lifewire.com/venmo-group-payments-8401559>