

# Investify3

Invest Beyond Limit With Investify3

The Evolution of Investing

# What's the Problems and Opportunities?

## Educational Gaps & Security Needs



Despite extensive BEI educational programs over 15,700 financial literacy activities, a practical, safe, and secure investment experience is still lacking, especially for the volatile cryptocurrency market.

## Low Financial Literacy



Only 33% of adults globally are financially literate. In Indonesia, the 2024 SNLIK survey shows a 65.43% literacy rate, with young adults (18-25) lagging behind at 70.19%. Complex financial jargon deters many from investing.

## Young Investor Growth



70% of retail investors globally are under 45 (WEF), with 79% of Indonesian investors under 40, showing a strong demand for accessible investment tools.

## Crypto Opportunities & Risks



Indonesia's crypto transactions reached Rp 211 trillion in early 2024, highlighting growth potential. However, the decentralized nature of crypto trading presents security challenges, including fraud, asset loss, and the absence of clear regulations and investor protections.

# Investify3

## A Smarter Way To Invest

Investify3 is a next-generation Web3 investment platform that allows users to securely invest in a wide range of assets, including stocks, cryptocurrencies, bonds, and more. Built on the Internet Computer (ICP) blockchain, Investify3 delivers a transparent, decentralized, and highly secure environment, ensuring that investors can manage their portfolios with confidence.



The platform offers comprehensive financial education, practical investment tools, and strong security features to empower young investors in both traditional and digital markets. By combining innovative technology with an emphasis on user safety, Investify3 aims to make investing accessible, informed, and rewarding for everyone.

# Product Overview

## How Investify3 Unlocks the Power of Web3 Investing

### Seamless Web3 Integration

Investify3 utilizes advanced blockchain technology to provide a secure and decentralized investment experience. Users can easily sign up or log in by connecting their e-wallets, ensuring secure authentication without the need for traditional accounts or passwords.

### Direct and Fee-Free Transactions

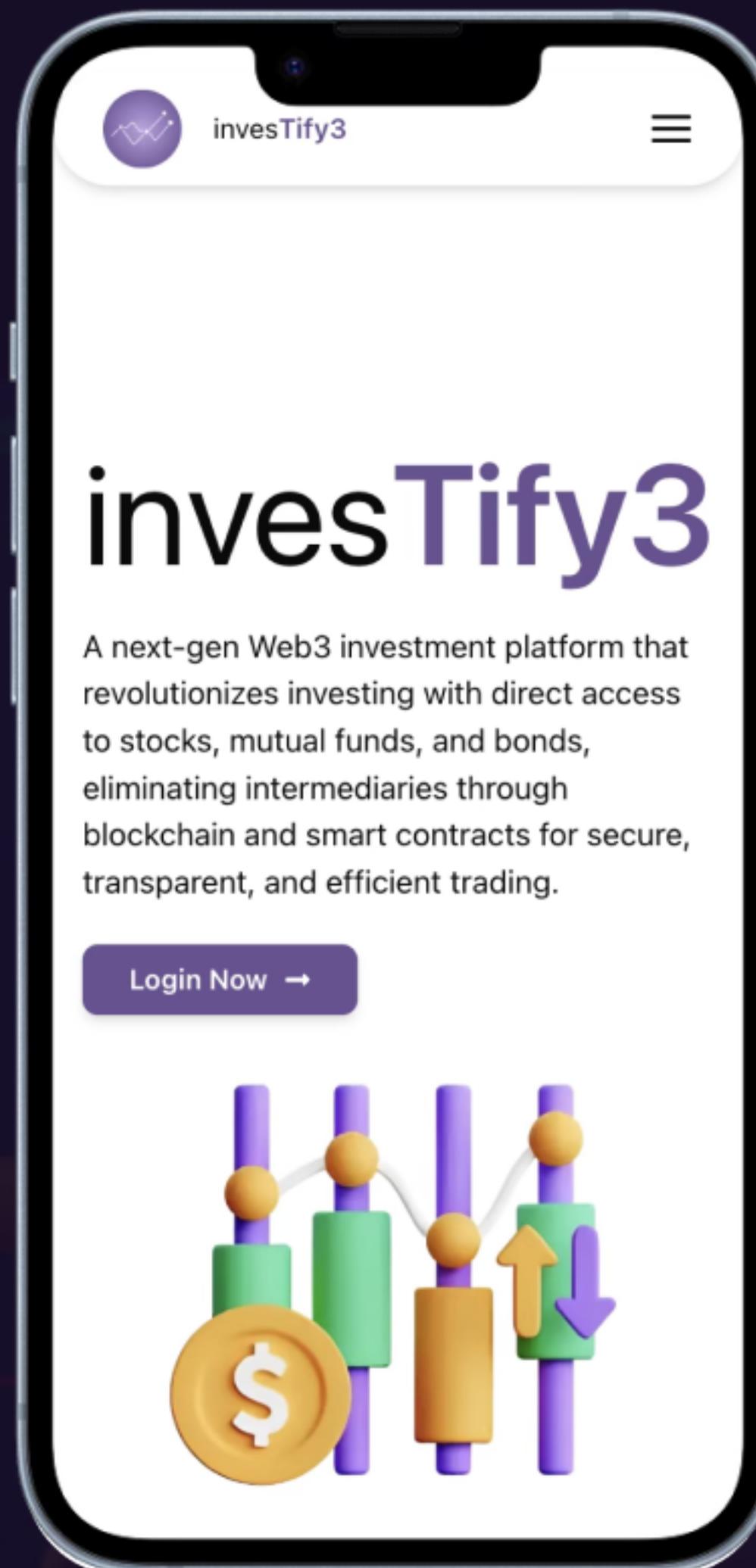
By leveraging the decentralized nature of Web3, Investify3 eliminates the need for intermediaries such as banks or brokers. This approach allows users to invest and trade directly on the platform without incurring transaction fees, maximizing their returns.

### Real-Time Market Insights

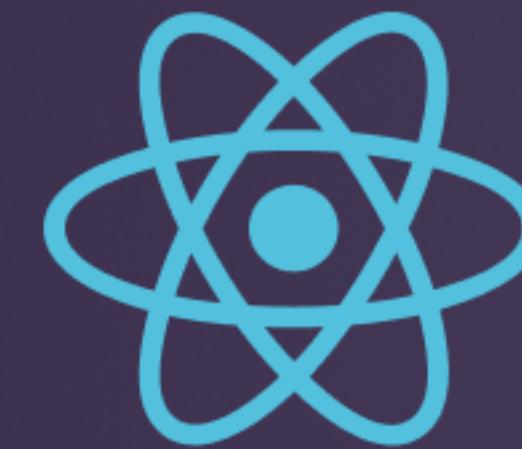
The platform offers live data on stocks, cryptocurrencies, and other assets, enabling investors to make informed decisions based on the latest market trends and analytics.

### Comprehensive Features

Investify3 provides a rich suite of tools, including portfolio statistics, investment data, a community forum, and financial news. These features are designed to support investors in tracking performance, staying informed, and engaging with peers to enhance their overall investment journey.



# Tech Stack



React



Tailwind Css



Next.Js



Motoko



ICP Canisters



ICP's Ethereum



Internet Identity

## Full Blockchain Integration



Investify3 is built entirely on the Internet Computer (ICP) blockchain, using Canisters to host both frontend and backend components, ensuring a fully decentralized and scalable application.

## Motoko Backend & Next.js Frontend



Backend with Motoko for smart contracts, and frontend with Next.js connecting directly to Canisters for real-time data without centralized servers.

## Decentralized Authentication



Internet Identity by ICP offers password-free login, enhancing security and user convenience through e-wallet connections.

## Secure & Transparent



Data and program logic run securely on multiple nodes in the ICP network, offering high availability and data integrity.

# How It Works?

## Backend Architecture of Investify3

### Smart Contracts & Tokenization



The platform employs smart contracts for executing investment transactions without intermediaries, reducing fees and enhancing transparency.

### Real-Time Financial Data



Integrates with financial data APIs to provide live updates on stocks, crypto, and other assets, facilitating informed investment decisions.

### Advanced Features



Offers portfolio analytics, investment tools, forums, and news, all managed decentrally for a trustless experience.

# Our Revenue Model

## Scalable & Sustainable Growth



### Premium Subscription Model

Offer premium features that include advanced portfolio analytics, personalized investment insights, and priority access to new tools and updates. Premium members also gain access to exclusive community and forum features, such as expert-led discussions, special Q&A sessions, and enhanced networking opportunities. The subscription includes advanced data analytics services, like performance tracking, predictive market analysis, and tailored investment strategies to help users make well-informed decisions.



### Educational Content & Courses

Create and monetize high-quality educational materials, including in-depth courses, webinars, and investment guides. Basic educational content remains free, while advanced and specialized content can be accessed through one-time purchases or premium subscription plans.

## Branding Strategy

### Content & Social Media Marketing



Share valuable investment insights, educational articles, tips, market analysis, and engaging posts to build authority and attract users.

### Influencer & Partnership Collaboration



Collaborate with finance influencers and partner with related platforms to reach more people.

### SEO Optimization



Enhance search engine visibility by targeting relevant keywords, producing quality content, and building strong backlinks.

### Educational & Community Engagement



Provide free resources, host webinars, Q&A sessions, and offer mini-courses to educate users and build a strong community.

# Market Insights

Trends, Opportunities, and Growth

12.5 M

## Growing Investor Base

The number of Indonesian capital market investors reached 12.5 million in early 2024, showing a significant increase from 10.3 million in 2023 (KSEI). This growth indicates rising interest and opportunities in the investment sector.

79%

## Millennial & Gen Z Dominance

Around 79% of Indonesian investors are under 40 years old, highlighting the demand for digital-first, user-friendly investment solutions tailored to younger demographics (IDX).

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## Crypto Market Expansion

Indonesia's crypto trading volume hit Rp 211 trillion in early 2024, demonstrating the rapid adoption of digital assets and the potential for innovative investment platforms like Investify3 (Bappebti).

# Our Future Vision

## Enhanced Market Prediction Tools

Develop sophisticated analytics and predictive models to offer users valuable market forecasts, enabling data-driven investment decisions with confidence.

## AI-Powered Investment Chatbot

Implement an advanced chatbot to provide real-time investment insights, answer user queries, guide platform navigation, and deliver personalized financial advice.

## Comprehensive Educational Hub

Expand Investify3's educational resources with curated courses, interactive tutorials, expert-led webinars, and detailed investment guides to enhance users' financial literacy and investment skills.



### Year 0

Research, develop MVP, and establish security & partnerships.

### Year 1

Beta test, refine, build community, and launch publicly.

### Year 2

Optimize performance, enhance security, and expand partnerships.

# Team

Let's Build the Future of Investing Together



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