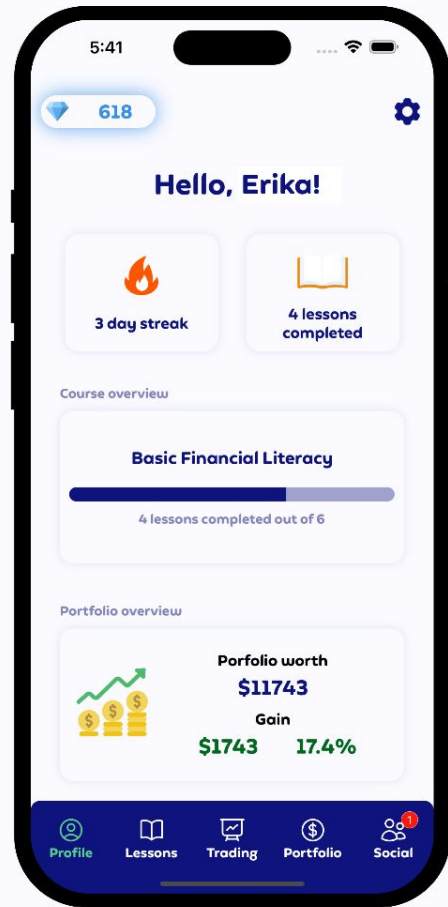


Investment Grade

Simplify Your Investing Journey



Erika McCluskey
Hayden Jin

Who are we?



What's the problem?

- 90% of investors who started investing in 2020 want educational materials to improve their skills



What's the problem?

- The most popular methods of obtaining investing knowledge have bad incentive-cause biases (ie. clicks).
 - 57% using financial news websites
 - 44% using YouTube



What's the problem?

- The average age when a person starts investing is 33



Our goal

- **Educational platform with no incentive-cause biases**
- **Easily accessible**
- **Low barrier to entry**
- **A one-stop shop**



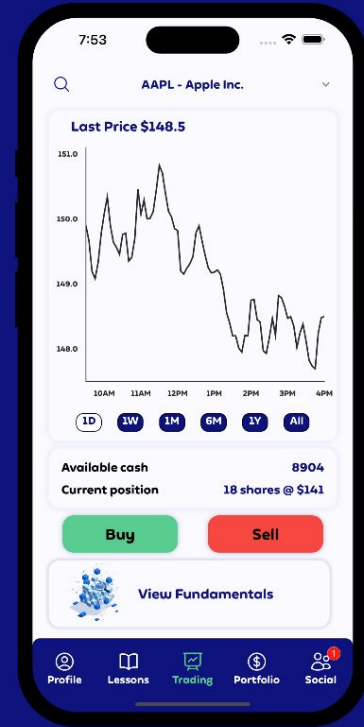
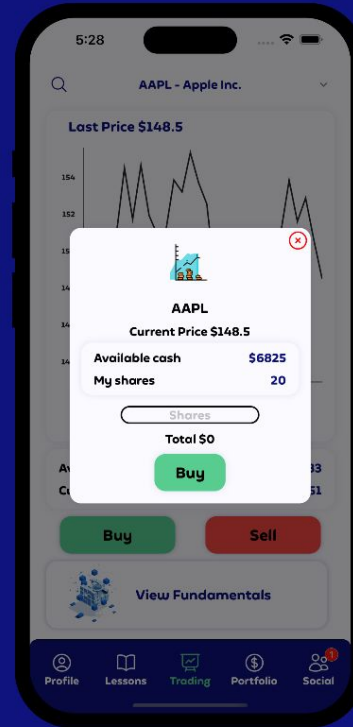
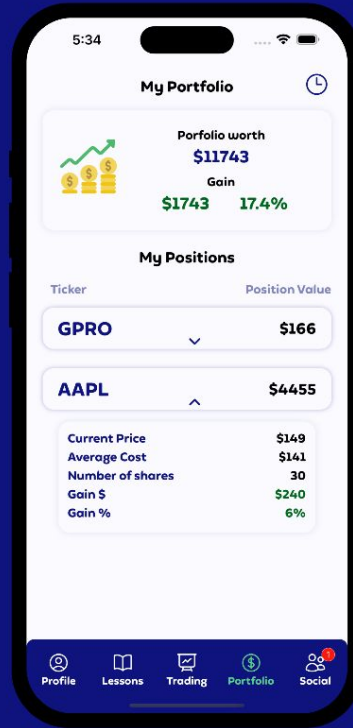
Our solution

- Cross-platform mobile app
- Simple
- Visually appealing



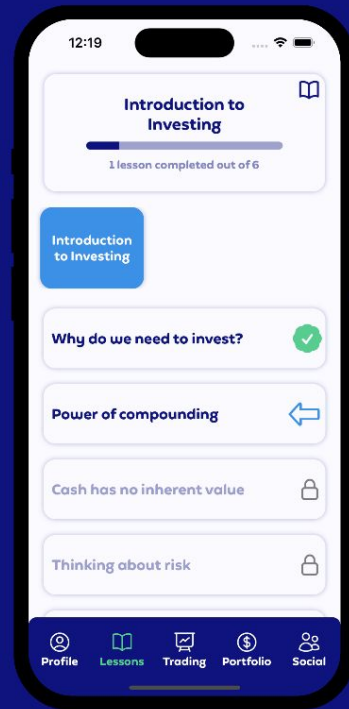
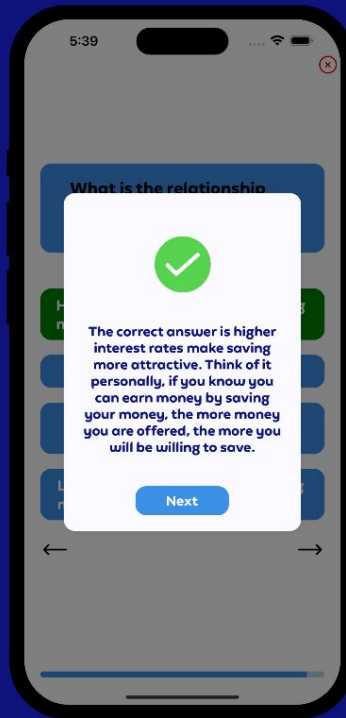
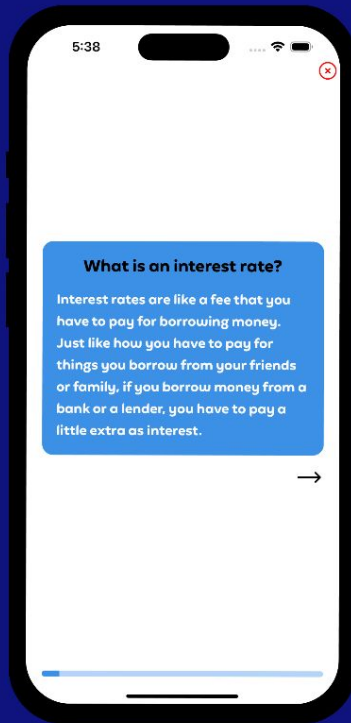
Our solution

- Paper trading
- Real-time stock data



Our solution

- Short and easy to understand lessons
- Interactive quizzes with feedback
- Wide variety of necessary topics



System Overview



System Overview



Financial
Modeling Prep

\$137 per month



amazon
web services

\$4 per month
*scales with # of users



Google
Developers

\$35 one time



Developer

\$130 per year



Demo



Successes

- **System architecture plan**
- **Database design plan**
- **Good prototyping**
- **Scalable**
- **Early app store releases**



Lessons learnt

- You pay for what you get
- The first solution is probably not the best solution
- Deploy to Apple early



Lessons learnt



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START

Cohort 8

- **Customer discovery is important**
- **Solve your own problems**
- **Starting a business from a school project is hard**



Future work

- **Adding tools for investors to use**
- **Add and improve lessons**
- **More social features**



Special thanks



University
of Regina

- Dr. Tim Maciag
- Trevor Douglas

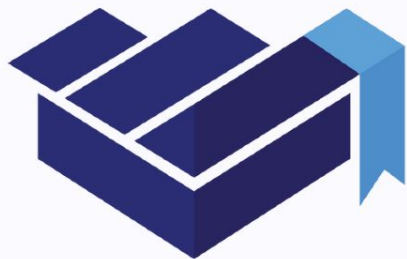


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- Joel Graham
- Sarah Orr



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Questions?

