BUSINESS CASE	
Proposed Project	Learn to invest app
Date Produced	October 2 2022
Background	Our project idea is to develop a gamified learn to invest mobile app. The purpose is to create a fun and educational platform for those who want to start investing but don't know where to start by providing easy to understand courses with quizzes and a stock market simulator (i.e. paper trading). We believe financial literacy is important and is not emphasized enough in primary / secondary school. This results in many adults finishing their academic journey having not learnt a single thing about investing.
Business Need/ Opportunity	Most people want more money and are aware that investing is a way to make money but they don't know how or where to start. Investing is very daunting to get into because of how much there is to know and they don't want to risk their own money.
Options	1. Develop our app with all of the features we plan to have - 30 courses with quizzes - Paper trading - Profile with animated character + reward system - Leaderboard - App store deployed 2. Develop our app without a leaderboard and without a reward system

Cost-Benefit Analysis

1. We do not intend on spending any money during the development of this project. The free tier for our backend hosted on AWS should be enough and our React app does not cost any money. Regardless if we end up with this option or option 2, it will take the same amount of time given we will only end up with option 2 if we run out of time. However, the benefit with this option will be greater as we would be providing more features for the user to enjoy. We believe that the more gamified features we can add (the leaderboard and the reward system), the better it is as this will encourage users to log on more frequently to take courses and keep learning. That being said, these features are simply an additional benefit and are not required for us to meet our goal of creating an educational platform to learn investing.

2. Same monetary and time cost as option 1 but with less benefit as we will have less features. This option is not ideal but is still an adequate option that meets our objective.

Recommendation

Option 1