

Acorns: Micro-Investing Pioneer

Founded 2012 | 10M+ subscribers

Acorns Personal

USD 3/mo

- * Round-ups investing
- * Diversified ETF portfolios
- * Retirement account (IRA)

Acorns Family

USD 5/mo

- * Everything in Personal
- * Kids investing accounts
- * Family unlimited

Acorns Premium

USD 12/mo

- * All Family features
- * Bonus investing rewards
- * Expert guidance

Key Metrics (2024):

- USD 18B+ AUM
- USD 3,500 avg account
- 90%+ subscribers
- Break-even focused

Innovations:

- Found Money (cashback investing)
- Acorns Early (kids accounts)
- Acorns Banking (checking)
- ESG portfolios
- Bitcoin exposure