

# YWCC 307 GROUP 4

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# The Social-Finance Application Industry

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- The Fintech Industry is an ever evolving space filled with new technologies to innovate the ways finance is operated.
- Apps like Robinhood, Coinbase, Webull and Stripe have allowed for unprecedented levels of access to markets and payment systems.
- Prior to the release of these platforms, retail investors didn't have the such free access to these markets.
- The rise of tools that make markets freely accessible has fueled the growth of novice and retail investors.

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- While this growth has helped others get access the benefits of these markets it has introduced a problem.

How do these new market players choose which assets and markets to invest and how do they manage these assets?

- For new market players there is too much information to sift through and unknown factors, but by subscribing to select individuals people can weather the storm.

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- This leads us to the introduction of a class of platforms called Social Finance Apps.
  - These apps intend to partner the use of sharing ideas via social media with the use of financial market access to allow for an easier entry into the financial space.
  - Creating a sense of community which calmly and slowly introduces people the otherwise hectic world of investing and trading.



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**COMPETITORS**

# MARKET COMPETITORS

01



Robinhood

02



TD Ameritrade

03



Fidelity

- Limited research and educational resources available.
- It does not have mutual funds and bonds. Users can't trade commodities , forex or futures.
- Limited investment offering. Robinhood offer very limited stocks and cryptocurrencies to users.

- It does not offer fractional shares. User must have to buy full stocks.
- Higher account fees and funds fees as compare to other brokers.
- Uninvested cash is not automatically swept into a money market fund.



- Its restricted to US and main island residents.
- It does not have live streaming news or data on web platforms. Only available for mobile app and active trader pro platforms.
- Charge high broker-assisted trading fees. Live broker usually charge between 0 to 20 dollars.

# Our Proposition

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- We are proposing a new social-finance investment application
- Seeking to improve upon popular features of competing apps
- Goal is to include new features that will innovate and expand the industry

# 3 Pillars of Our Proposed App

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Accessibility



Engagement



Longevity



- Cater to investors with different experience levels
  - provide educational resources/practice tools
  - provide automated investment systems
  - intuitive interface with a low learning curve
- Low trading fees
- Include a variety of trading platforms
  - stocks, crypto currencies
- Create space for active/passive investing

- Each investor has unique portfolio
- Social media style feed
  - interact with other investors
  - integration with other social media platforms
- Market News feed
- E-wallet style payment system
- Reward users for engagement
  - sharing app with friends gives free stock credit

- “All in one” model to retain user base overtime
- Low trading fees make investing less costly overtime
- Educational resources aim to keep users engaged
- Automated investing can keep users investing over long periods of time
- Provide rewards to long term investors
  - lower fees, free stock credit periodically





# Why Invest?

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- Keeping money in the bank or in savings is an opportunity loss.
    - opportunity loss is the money lost by not taking a certain action.
  - Inflation will increase the value of goods and services, but the value of the dollar will remain relatively unchanged.

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- Grow your money
  - Save for retirement
  - You can invest pre-tax dollars
    - Reduce taxable income
  - Employer 401k matching
  - Support a venture/startup that you would like to see succeed.





# Invest With Us

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