

Notes 4/8

-Presentation structure: Problem-Solution

Problem: Social/Finance market is complicated and overwhelming

- Apps have different levels of investing. Some are catered for more advanced users while others are for beginners. Users shift from app to app based on their knowledge.
- Some apps have limited features/investments
- Apps often have nickel and dime stocks with low long term investment returns
- Market is saturated and it is hard to create a unique app

Solution

- Implement various levels of trading such as aggressive or long term investment opportunities
- Different tools and guides to help beginners with trading strategies
- Features that auto invest for a user
- Venmo style transaction system to increase feature set/convenience of app
- Social media style feed to share investments/transactions
- Integration with other social media platforms
- Wide array of investment platforms/markets (international stocks, crypto currencies, NFT?)

Call to action

-with proposed solutions, call for investment and development of the application from the company

-Need to come up with an app name and theme for slides