**Project Description**

Myn is a new company that will create an online trading app for Malawian investors to invest on the MSE. The app will offer investing opportunities to both individual and institutional investors alike. Myn will educate users about the stock market and investing, provide simple and easy investing experience with interactive services including real time market information, quotes, news and forums. Recognizing that a vital aspect of online business is to provide variable content to inspire repeat sales and interactive features to prompt frequent use. The formation of Myn is also in correspondence to the rapid growth in trading activities due to MSE’s integration of an ATS, this has brought a rise in the number of shares traded, trades executed and turnover of funds on the market. With the automation of the market a growing number of customers are demanding more interactive and convenient ways of investing particularly through the internet as seen on MSE’s Facebook page.

Myn will provide the control and exciting benefits of investing online and eliminating all the long procedures clients have to go through just to open a brokerage account and make a trade. Offering an interactive investing experience, the app will cater to the local audience of “like minded” investing enthusiasts in an effort to make the stock market accessible, clear and simple to invest on. Being online based will give us an edge since we will have low overhead expenses concerned with traditional businesses and a wide range of reach and flexibility of service. Myn will create an Internet based brand that the financial services sector and the capital market will recognize as a leader in investment services including stockbroking and investment education in the online marketplace. Company revenues will be generated from three main sources: (1) subscription fees (2) trade commissions and (3) transfer fees.

**Proposed Project Growth**

Our growth strategy will be customer driven meaning that we will grow by increasing the number of users of our services, our strategies include reach expansion and network expansion. Reach expansion is to expand product awareness. This will involve paid marketing and promotion as well as social-media initiatives. Another popular avenue of reach expansion we will use is content marketing, where we will provide valuable content for our target audience, free of charge. Writing contributor (or guest) articles on the websites we will be affiliated with, or any crowded venue will deliver awareness in lieu of value. With each article or message unleashed into the wild, our expansion loop will accelerate.

Our network expansion will involve networking and partnering with others: business development, affiliate marketing, and win-win joint venture. We will accomplish this by finding partners who share a similar purpose and synergizing our effort. We will focus on value and what we can offer our potential partner. By joining forces with other businesses, we will create a fixed customer-acquisition cost and our partners will have their services promoted by us.

**Purpose of Capital**

**Project Goals**

**Strategic Objectives**

**Competition**

**Main Competitors**

The competitive landscape is best understood by segmenting the market into two primary  
groups:  
**Stockbrokers** – Alliance Stockbrokers, Cedar Capital, Continental Capital and Stockbrokers Malawi.  
**Portfolio Managers** - Alliance Capital, Continental Asset Management, NBM Capital Markets, NICO Asset Managers and Old Mutual Investment Group.

**Alliance Stockbrokers Ltd** (www.aclmw.com)

Description

· A subsidiary of Alliance Holdings, it began in 2018 when the shares holders decided to create a fully-fledged financial service holding company.

· Has an online trading platform.

· Claims to be the leading asset manager in Malawi

· 45% owned by Vunani an investment firm based in South Africa

· Share trading, investment advice, portfolio management and retirement planning.

Strategy:

· Likely improve their online platforms with more features

· Mobile app for share trading, money market, quotes and customer service

· Sold 45% to a firm in RSA called Vunani.

· Monthly and annual market reports.

· Improve their online services game.

Limitations/Conclusions:

· Mobile app provides limited information on companies and market activity

· Tedious sign up procedures using hardcopy forms

· Their app runs on android only and not IOS.

· Not a member of the MSE

· Portfolio management catered to high net worth individuals

**Cedar Capital Ltd** (www.cedarcapital.mw)

Description:

· It was formed following the divestment from Malawi of African Alliance.

· Claims to be the leading financial services in terms of market share and innovation.

· Services offering stockbroking, corporate advisory, research and personal investment advice.

· Provides portfolio management for foreign investors and high net worth Malawians

Strategy:

· Has strong links with international brokerage houses

· Participating in investment seminars

· Seeks to forge long-term client and counter party relationships based on trust and service delivery

Limitations/Conclusions:

· Focuses on institutions and high net worth individuals

· Lacks a sense of community and interactive services

· High portfolio management fees

**Continental Capital Ltd(CDH)** (www.continental.mw)

Description:

· Specializes in big investments

· Won an award for the best investment bank in Malawi in 2020

· Assisting clients to investment in financial instruments locally and internationally

· listing companies and share trading.

· Their value proposition is that their services are tailor made for their clients’ needs

Strategy:

· Focuses on investment banking

· Services tailor made to specific needs of the client.

Limitations/Conclusions:

**Stockbrokers Malawi Ltd** (www.stockbrokersmalawi.com)

Description:

· Subsidiary of National Bank of Malawi

· Established in 1994

Strategy:

· Equity trading

· Research

· Sponsoring broker

· Money market

Limitations/Conclusions:

**NICO Asset Managers** (www.nicoassetmanagers.com)

Description:

· Its mission is to provide high quality investment management products and services that will create value to all stakeholders

· The first company that was listed on the MSE and has a long history with the exchange

· Offers private wealth management, advisory services and corporate finance

· Provides investment management services to institutions, individuals and pension funds

Strategy:

· Investment management

· Corporate finance

· Investor services.

Limitations/Conclusions:

·

**Portfolio Managers and Investment Advisors** - Alliance Capital, Continental Asset Management, NBM Capital Markets, NICO Asset Managers.

**Sustainability**

Sustainability is a serious concern for any enterprise, and especially for those in the online realm. Through conservative planning, leveraging our partner relationships and exploiting revenue streams collateral to our core business, we hope to ensure this sustainability for Myn. We recognize that being a new player in the capital markets, we are dependent on the quality and convenience of our services to be sustainable. We plan to address this challenge in the following ways.

**Keeping Operating Costs Low**Aside from the handful of staff we need to run the business and develop the app, our operating costs are extremely low, which allows us to focus less of our time on fundraising and more of our time on creating and providing better service.

**Keeping developing more value added services**

**Partnerships and joint ventures**By developing partnerships we will keep our expenses at a minimum since our partnerships will be mutually beneficial we will use the relationships sustain our competitive advantage.

**Developing Other Potential Sources of Revenue**

The very nature of our online platform lends itself to a number potential sources of revenue in the future, these sources of revenues will involve introducing new services and securities traded on our platform.

**Impact on Community**

**Implementation**

**Risk Management and control**

**Board of Directors**

**The Team**

**Organogram**

**Projected Financial Plan**

**Contact Details**

**Copyright**