Investment Tools Project Plan

Investment Tools will be a website created and managed by Jay Software Solutions. The content will primarily be tools to help people better understand their investment options and how their choices now could tremendously impact their retirement potential. The tools will use *historical data* rather than simple 7% or 8% ROI figures. Revenue will be generated through video advertisements and sponsored products.

# Business Model:

Investment Tools will use an Advertising/Affiliate business model. Once the user has “run the numbers” for their situation, advertisements will be displayed relevant to the user in one of the three following ways:

1. If the user has more money than they need: Vacations, diamond rings, expensive cars, etc. will be advertised.
2. If the user has less money than they need: Financial planners and side jobs (such as uber) will be advertised.
3. If the user is on target: Financial planners and applications such as every dollar will be advertised.

# The Market:

The primary market for this website will be heads of households (the people in charge of the money) age 16 through 65 who want to determine if their current financial plan is going to allow them to retire the way that they want in the future. One potential means of reaching a lot of people in the younger market is marketing to teachers of business and economics classes at high school and college.

# Differentiators:

The internal steps used to differentiate Investment Tools in the market will include:

1. Using historical data, rather than mere speculation and generalizations to determine how sound the user’s plan is.
   1. Tools will use simulations based on what the market and inflation have *actually done* throughout their history.
2. Accounting for inflation.
   1. Most products on the market are vague about whether inflation is accounted for or don’t explain precisely how it is accounted for.
3. Guides, walkthroughs and videos will explain what the data means for the user in an easy to understand way.
   1. Most products are not see-through. The company doesn’t tell you what number they use if you select you want to retire “Comfortably.” “Comfort” for one person could be $10,000/month and “comfort” for another person could be $10,000/year.
4. Thoroughness.
   1. Guides will help someone figure out how much they will need to withdraw each year in retirement, then with that number, how much they need to have saved by their retirement age, then with that number how much they need to save each year starting now to achieve their goal.
5. Graphs and Charts.
   1. The bread and butter tool of the website will allow the user to punch in their current plan and show them historically speaking, the best-case scenario, the average scenario, the median scenario and the worst-case scenario. It will show all four of these scenarios overlaid on a graph
6. Inclusion of large purchases.
   1. The ability to account for a house and other large purchases

# Product Benefits:

Benefits of this website will include:

1. Helping users devise a financial-plan based on their desired retirement conditions.
2. Helping users see historically what their plan would have looked like throughout history in the best and in the worst of times.
3. Stimulate the users curiosity about investing and providing an emotional stimulus for further investigation

# Methodology:

The product plan will be created and revised until a product has been planned which will provide all the product benefits for the target market using all the differentiators described. Once the product plan has been polished to this level it will then be brought to local high-school business and economics teachers to get their feedback before the creation of the website. Another source for the first wave of market research may be investment brokers, however this is risky because if the product is liked well enough, they may tell their development team, who could reproduce the same tools drawing traffic away from this website. Once market research strongly indicates that the product is viable it will be developed and launched.

Throughout this process the name of the website will be determined. At the current time therichroad.com is the leading domain name available, but further thought need to be put into potential names.

Once the website has been planned, developed and launched JSS will show the product to local high-school business teachers to begin the iteration process. Their feedback will be used to create better versions of current tools and to create new tools altogether. Throughout the iteration process, the website will be advertised and a close eye will be kept on how it is performing. The following advertisement statistics are relevant to this website and it’s revenue creation plan.

Daily Foot traffic: The total number of visitors to a website in a day multiplied by the average number of pages that those visitors viewed.

CPM: Cost per 1000 Impressions (number of times ad is shown.)

CPC: Cost per click.

CTR: The percentage of clicks per impression.

eCPM: Effective cost per thousand impressions. This incorporates CPC into the CPM figure.

Example: Each webpage on the website shows one banner ad for FauxAirlines. The average Daily Foot Traffic of the website is 943. The CPM for this ad is $7. The CPC is $12. The CTR is 0.23. Therefore the eCPM = ((2.3 ~~clicks~~ \* $12/~~click~~) + 7$) = $34.60. Multiplying this by the daily foot traffic and dividing by 1000 gives an average income of $32.62/day. This extrapolates to $11,909/year if no factors change.

# Potential Obstacles:

* Legal issues regarding “giving financial advice”
* Not being ‘sticky enough’ and having a competitor swoop the competition
* Not being able to generate enough foot traffic to cover overhead (domain and hosting plan)

# Project Finances:

Budget: $TBD

Anticipated Costs:

* Domain Name Registration
* Hosting Service
* Gas to and from market research
* Online advertisements
* Traditional advertisements

# Long-Term Goals:

1. Financial Goals:
   1. $5,000/year in profits would be ideal but more research needs to be done to see the feasibility of this number
2. Experiential Goals:
   1. Advertising/affiliate market
   2. Google adSense
   3. Business Expertise

Investment Tools Client Personas

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| Image result for middle aged man  “I want to retire but I don’t know if I have enough saved up” | John Shmidt  Builder at Chairs Inc.  Dallas, TX  Divorced 2 Grown Kids  Owns his house and | Goals   * Learning what his current financial situation is * Learning what steps he can take in order to retire the way he wants. |
| Concerns   * “I don’t know any of those fancy money terms like ROI or Net Worth.” * “I don’t know how Social Security works” * “I don’t know how withdrawing from my 401k” | Interaction  John has been thinking about retirement more lately and sees a Facebook ad for Investment Tools and decides to check it out. The site navigation is well thought-out so he finds the “How much will I need to retire” page quickly and watches the 60 second video on how to use the tool. After entering his situation, the webpage tells him that based on this information he is somewhat likely (63%) to drain his retirement before he dies and that the historical worst case situation would be him running out of funds shortly after his 13th year in retirement. It then suggests a financial advisor that he could contact to explore his options. | |

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| Image result for elderly man  “My wife wants to start withdrawing more from our retirement nest egg but I don’t know if it’s a good idea. ” | Bill Blakely  Retired  Phoenix, AZ  Wife and Grown Kids | Goals   * Learning how much more he and his wife can withdraw annually from their account. |
| Concerns   * “What if the stock market crashes” * “My mom and dad lived to be 96 and 98 respectively, can our retirement make it that long?” | Interaction  Bill’s wife sees on the news that the DOW increased 28% last year. She sees that despite taking out $30,000 last year their account still increased $150,000. She tells Bill that she wants them to start travelling more while they still have their health because their investments did so well last year. Bill finds Investment Tools from a google ad after searching “Can I withdraw more from my retirement?” After becoming acquainted with the quick 2 minute walkthrough of “The situation room” page he fills in his information. The site informs him that even if they take out an extra $10,000/year they have a 98% historical confidence value. The page encourages him to revisit the situation room whenever he is unsure of their finances and recommends a travel agency for their traveling needs as well as a financial planner for managing their finances more closely. | |

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| Image result for teacher  “I want my students to actually *see* how important investing as soon as possible is. ” | Jeremy Wells  Teacher at West Seneca  Hamburg, NY  Wife and 3 Kids  Investing since he was 18  Passionate about student success  Loathes the ‘have-it-now’ mentality | Goals   * Showing his students how easy it is to accumulate wealth if they make their money behave. * Being able to compare two different situations to show his students the difference small choices can make. |
| Concerns   * “What if it’s over my students’ heads.” * “What if it bores my students?” | Interaction  Jeremy has been investing since he was 18 and now at age 43 he is very well off. He has been teaching his whole life and has always felt that making students do textbook problems and listen to droning lectures doesn’t generate the emotional response he wants. He learns about Investment Tools through an email that Brett sends out to all local teachers. He likes the website so much that he assigns homework to his students using the website to create different situations. | |

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| Image result for young professional  “I know how important investing is, I want to see what my financial future holds if I invest correctly.” | Rebecca Woods  Accountant at Gen Firm  New York, NY  Engaged  Fresh out of college  Strong Math Skills  Prefers charts and graphs | Goals   * Seeing what different futures could hold depending on how much she and her fiancée invest and how the market fairs. * Convincing her fiancée to start investing more too and pay off his student loans. |
| Concerns   * “I love my fiancée Tom, but he isn’t great with numbers, what if this is too complex?” | Interaction  Rebecca went to community college for the first two years and then got a scholarship to cover the rest of her tuition. Now fresh out of college she landed a good job and wants to start investing. Her fiancée, Tom, doesn’t get it and they have been getting into arguments lately. She hears about Investment Tools from one of her co-workers and decides to check it out. She compares a bunch of different futures and finally shows Tom the comparison between what they are doing now vs what they could be doing. Tom finds the graphs easy to understand and begrudgingly tells her that he will look up a good ‘finance guy’ in the area. Knowing Tom, she goes ahead and clicks the financial planner banner and writes Tom a reminder with the phone number of the firm advertised. | |