

#### Introduction

Most of the kids are uneducated about financial knowledge. Even schools have failed to do so. We, the innovative minds have taken this space to build our innovation.

#### Problem

The education system is missing a very important part of a student's training to live in this competitive world. Financial Literacy, is an over-read topic in many syllabuses.

# Our solution

We created a prototype of a platform where people can come and acquire knowledge about different everyday financial topics. The platform mainly focuses on students but can be used by anyone because we believe knowledge is for everyone.

# Presenting You Hedge

Hedge is an online platform for anybody (targeted towards teenagers) who wants to increase their financial IQ. We provide a wide range of services such as:

- · Informative Courses
- · Competitive Challenges and Contests
- · Real-time Experience and Simulators

# USP (Unique Selling Proposition)

Our competition\* has many flaws, which we fix!

The major problems are listed below:

- 1. Outdated Information
- 2. Quality Control
- 3. Lack of Hands-On Experience
- 4. Lack of Personalization
- 5. Lack of Community

HEDGE solves all of them!

### Features

We offer great features to our consumers such as

- · Newly updated information (Updated once a month)
- · Best teacher to teach with proven skills
- · Inclusion of tools like simulators to provide practical knowledge
- · Usage of Al to curate programs and courses according to one's need
- · Built a decentralized community for users to engage
- · Collaboration with schools/organizations
- · Periodically organized webinars/seminars

# Business Plan

As we are a company providing service we have devised a business plan.

- 1. Fees/Costs paid by the consumers
- 2. Fees paid by the organization partnered
- 3. Ad revenue (Minimal)

#### Marketing:

We are going to spread our platform through social media in many ways.

- · Organic Marketing
- Paid Marketing
- · Marketing done through customers
- · Affiliate Marketing
- · Campaigns

#### Courses we offer

- 1. 'Stock Market: Are you Bull or Bear'
- 2. 'Mutual Funds: The BIG Basket'
- 3. 'Bonds: Everything about contracts'
- 4. 'Everything Needed For a StartUp'
- 5. 'Cryptocurrencies and Blockchain'

#### The Trio:

Our team is composed of the most techie and fineek\*\*

- 1. Akshat Gajjala
- 2. Aditya B.H.S.

  2. Limit Nahar
- 3. Jimit Nahar

<sup>\*\*</sup>A word created by Jimit Nahar. It is a portmanteau of 'Finance' and 'Geek'