

INVESTMENT PORTFOLIO

This product is meant to be a tool to help beginners find the best possible way to invest in the stock market to maximize returns over a certain period of time. This product is targeted at those who have little to no experience in financial management and would like an overview as to how to manage and maximize their financial savings for optimal pay-outs.

The main objectives of this product are-

- Maximize return on interest over a period of time
- Benefit people new to market analysis optimize profits
- Suggest best short and long term investment strategies
- Assist in financial planning for all various individuals and organizations

As investment can come out as quite risky for some people, our objective is to change their perspective and give them some confidence. This is a fintech project trying to build a trusted financial ecosystem, taking into consideration the advice of brokers, and other market participants for the investors. Our product will be a right fit for someone who wishes to invest in Indian and Global Capital Markets.

Our project was born out of the need to manage personal finances as individuals around us enter the professional space and are coming into their personal earnings for the first time in their lives. As such, the ability to manage the finances are key for betterment over their career lifecycle. Since financial education is a subject rarely covered, especially considering the national and global market, this product assists the user to understand and invest in the best way possible.

The model is based on past trends of top companies and includes various major events across their existence to predict the future values of the afore-mentioned organizations. The inertia of investment is huge and we are entering an era where people trust machines more than humans. Our aim is to revolutionize passive investing in India. Amalgamating the traditional ways and new software techniques, we want our clients to feel 100% safe while investing.

Since the dataset to be used is vast, everchanging and dependent on various factors, feature engineering and recognition are expected to be a big challenge across the board. Moreover, with the onset of crypto and NFT-based currencies open to public attention, factoring in these high-risk investments is a task that can be accomplished in the more advanced stage of product development. Currently, the aim is data collection of a large no. of companies with a national and global presence to ensure reliability and structure in the model for more accurate predictions.

There are websites which currently offer such services on a small scale. However, these lack the vast dataset and complex models that we intend to incorporate in this project. As such, it is with utmost confidence that we can say that competition is limited in this area. Moreover, given the extremely large dataset that we can harness here on a plethora of models, our predictions, reliability and results stand to be better than any competitor currently in existence. Since the consumer base is expected to be renewed every year reliably, the longevity of this product is limited only by the efficiency, structure, reliability and contents of our model. Also, effective visual

presentation of data on the front is intended to benefit User Experience for a better edge over possible unknown competitors.

The product can be understood as a tool that can analyse your portfolio and give personalized portfolio insights and recommendations. It presents an opportunity to maximize returns by ensuring your portfolio consists of high quality stocks and schemes.

Why improve your portfolio with us:

- Restructuring asset classes
- Selective restructuring of portfolio
- Recommendation baskets
- Rationale on recommendations

The reports that we plan to provide will have stock by stock recommendations.

These recommendations are also accompanied with the rationale behind the action recommended for that stock. Given the in-depth analysis with accompanied with visuals for better understanding, the appeal of the product is inevitable and has an extremely high possibility of success among young professionals.