

# Summary

Our group is building an automated financial planning system to provide third-party unbiased investment recommendations and accessible explanations for inexperienced and younger investors who are interested in active investing.

## Description

Our product is a website that offers financial services to satisfy people's needs. Users can initiate a financial plan by clicking the left tab "get started." People can simply sign up with their social media accounts such as Facebook, Twitter. Linking to their social media accounts makes it easier for us to verify their backgrounds. People will be asked to provide some background information and finish a risk assessment.

After finishing the risk assessment, you will go to the home page which would also show up after you have signed in next time. It displays your portfolio which is created based on your background information and risk tolerance level. You can also see your mock performance which will update each quarter.

Lastly, users are able to post their financial performance through the right tab "share."

## Motivation

The rise of Robinhood fundamentally changes the financial services industry. By 2014, the cheapest online brokers were still charging \$5 to \$8 a trade. Robinhood pushed trading costs to its theoretical limit: Zero. With a sleek, easy to navigate the mobile app, it's not surprising that Robinhood is popular among millennials.

Accessing the financial market with zero cost will attract more and more beginning and younger investors.

As a result, we decided to develop a website where people can initiate their investment plans. Investment plans can either be a long-term or a short-term plan. Users will create their own profiles on our websites by answering questions on investment goal, income, asset, risk assessment and will engage with the app at various times but will receive daily updates on changes to the recommendation.

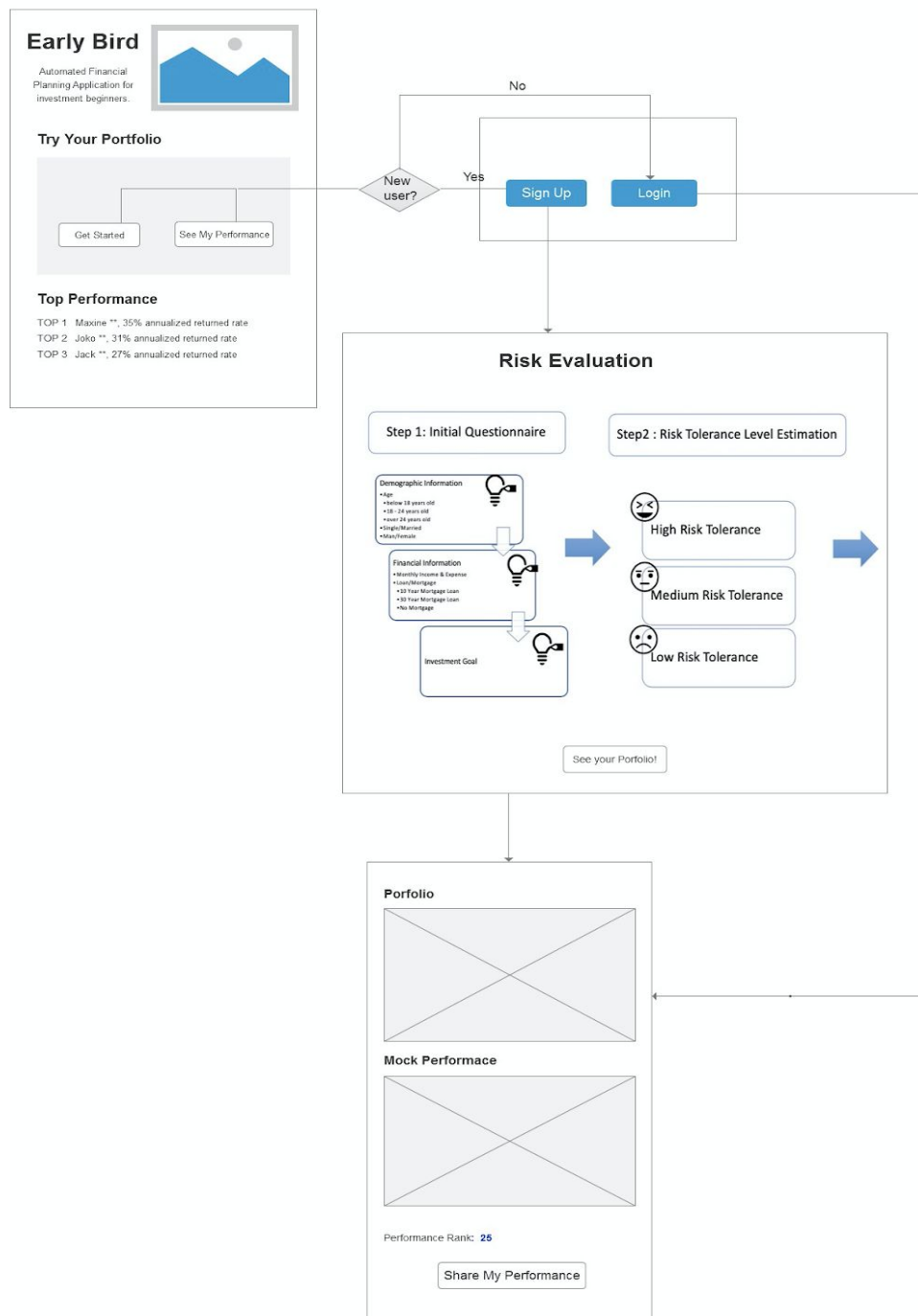
### Target Market

- Beginning and younger investors who are interested in active investing.
- Investors who need financial planning guidance.
- Cost-conscious investors.
- Users with low balances.

## Robo-Advisor disadvantage

- Most of them only invest in ETF but still charge an extra fee
- Usually have a minimum requirement

## Project Plan



### MVP Layout

- User information (demographic information collecting process)
  - Income
  - Asset
  - Investment history
  - Age
  - Sex
  - Marriage Status
  - loan/mortgage status
  - Monthly expense
  - Investment goal / horizon
- Risk assessment
- Recommendation list
  - Asset allocation
  - Rebalancing alert
- Portfolio dashboard
  - Tracking performance

### Backend

Where we get the data --API & <https://www.worldtradingdata.com/>

What is the model -- Clustering (based on P/E, Beta, cash flow, recent performance, industry)

Recommendation -- Portfolio Recommendation

## Organization and Management Team

Hao Xu: Software Engineer

Graduated from the University of Michigan and have 6 month of experience in wealth management. Currently a Data Scientist for reputation working sentiment analysis of customer review.

Responsibility includes maintaining and improving models for portfolio recommendation and management as well as deploying production code.

Lin Meng: Business Analyst

2+ years of experience working in the financial industry. Currently working as a data science intern at Metromile. Passionate about applying technology to financial settings, and building systems to solve business challenges. Responsible for developing the pipeline from investment recommendations to portfolio dashboard.

Ruizhe Dong: Data Scientist

Graduated from the University of Illinois at Urbana Champaign and 1 year of experience working as a data analyst. Currently working as a data science intern at Beam Solutions.

Responsible for retrieving data from related API, cleaning and integrating data to meet the company's purpose.

#### Xiao Chu: Portfolio Analyst

Graduated from Washington University and had been practicing as a portfolio analyst for over 1 years. She is currently a Data Scientist for Fractracker Alliance working on a finance related assurance project for a California oil company and aiming to raise public attention for environmental protection. Her responsibility is monitoring portfolio benchmark performance and industry volatility and providing suggestions based on the client's risk tolerance level.

#### Min Che: User Expert

Over 5 years of data analysis and strategy development experience across securities, banking, and technology industries with a proven track record. With solid quantitative academic background and proficiency in bridging the gap between theoretical analysis and its practice. Her responsibility is to develop and implement user growth strategies for the application.

#### Maxine Liu: Product Manager

Master's student in Data Science at the University of San Francisco with experience in quantitative finance and product and project management in renewable energy. Currently a data science intern at Eventbrite.

## Contract

### Conflict Resolution Process

If there exists a disagreement between members, the conflict should be raised to the whole team and plan a conflict-resolution counsel within a week. During the counsel each member needs to pre-prepare a short document which briefly describes what is the problem and what is their stand-point. During the counsel we would go over the document provided by each party and vote. Only the person outside of the conflict parties could vote and the party who get majority vote has the right to use their own solutions.

### Work Schedule

Each member is supposed to work at least 6 hours on the project. The working progress should be checked on Trello platform, we also hold a weekly meeting to keep everyone updated on their working process.

### Ownership

As the starter of the company, each member holds a convertible note which face value equal to 16.6% of the company's value, with an embedded stock option cannot be executed until the IPO day.

### Fair Work Process

We are going to use the Trello platform to keep track of everyone's working progress. If anyone passes the deadline of assigned task without previous notification or excuse 12 hours ahead of the deadlines to other team members would be considered as slacking. Any team member who was considered slacking would result in losing their ownership of the company.

## Signature

Xiao Chu, Hao Xu, Lin Meng, Ruizhe Dong, Min Che, Maxine Liu