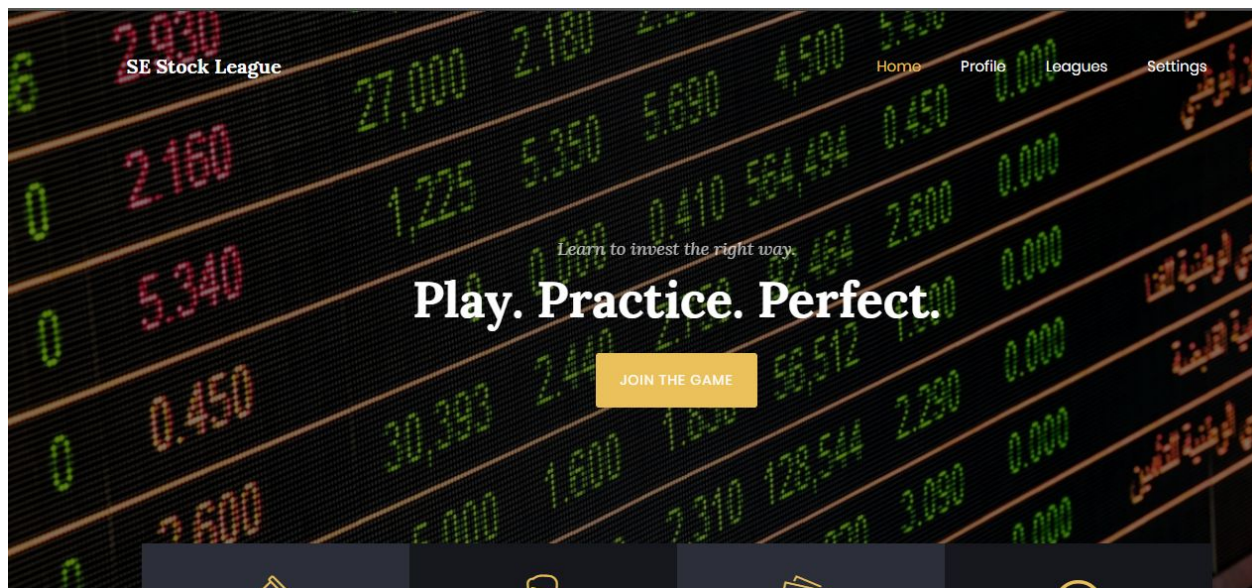**SE Stock League**

Group 18:
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Product Brochure

March 26, 2019, https://matthew0405.github.io/SE_Stock_League/

Product Overview

SE Stock League's goal is to get rid of how intimidating real investing can be. SE Stock League is a web application that lowers the risk of investing by using fantasy money, opening up opportunities for users to experiment with different investing strategies.

Introducing Leagues

A league is a community of investors that practice investing under certain rules made by the league manager. A league manager is the creator and controller of a league and can either make a league public for any user to join or private in which only invited users can join. Once inside a league, investors can search a security's or company's symbol to begin investing.

Invest in Stocks, Mutual Funds, and ETFs

SE Stock League provides support for investing in not only stocks, but also other securities like mutual funds and ETFs. Investors can either search for the symbol of the security or the symbol of the company to find the stock, mutual fund, or ETF that they want. Our goal with adding mutual funds and ETFs is to make our web application that extra bit more similar to real investing and to also open up users' minds to investing outside of just stocks.

Valuable Insights and Tools

The user is offered advanced tools to aid in stock buying decisions, including per-stock price charts, portfolio comparison charts, and a historic value chart for the user's portfolio. These functions would expand the user's experience with the application to encompass more of the functions available to investors in the real world, and ease the user into familiarity with them.

Experience with data visualizations could help investors decide whether they prefer long-term planning, riskier short term, high payoff investments, or another trading strategy. Knowing this and having a general concept of the profit margins the user can expect that their strategy could later help in the investor's future choice of brokerage account or investment product. In general, these are common tools offered by brokerage accounts to their users, and a functionality that the investor should become comfortable using.

Achievements

In-game achievements reward the user for successful investing strategies. The user is shown achievements that have not yet been reached and the requirements for them, giving the user concrete goals to work towards. Achievements make the experience more engaging and exciting to a novice investor.

Candlestick Charts

Unlike some other existing investing simulators, SE Stock League includes candlestick charts which will provide information regarding the opening price, closing price, highest price, and lowest price of any particular security. This will allow investors to make informed decisions about whether to invest in a security or not based on the security's current and past performance.

Details

Using Alpha Vantage, an API that provides realtime data on securities, investors will be able to get the most accurate information and invest knowing that they are playing with the most up-to-date prices. Alpha Vantage's Time Series Intraday API allows our web application to keep receiving new data related to securities as they update throughout a single day. The API provides the timestamp, opening price, closing price, highest price, lowest price, and volume of any given security. The Alpha Vantage API will be what the candlestick charts depend on and will be used for all investing done on the web application.