TradersVille

The future of investing meets gamification.



Problem

Intimidation & Complexity
70% of Gen Z finds the stock market
overwhelming and inaccessible.

2 Lack of Engagement

Traditional investing lacks excitement and interactive elements, leading to low engagement among younger audiences.

Financial Literacy Gap

There is a significant gap in financial education, with many young people struggling to understand and manage investments effectively.

Solution

Gamified Investment Platform

TradersVille turns investing into an engaging game where users earn badges, level up, and receive rewards.

Real-World Integration

Users' real-world investment decisions translate into game rewards and progress, blending financial growth with game mechanics.

Educational & Fun

The platform includes a virtual practice mode, portfolio tracking, and personalized Al-driven insights, making learning about investments enjoyable and accessible.





Benefits

Increased Engagement

Gamification transforms investing from a

2 Enhanced Learning
Users gain financial literacy through interactive gameplay and simulated trading.

daunting task to an exciting experience.

Tangible Rewards

Real-world rewards and achievements motivate users to make informed financial decisions.

Community & Competition

Leaderboards and challenges foster a sense of community and competitive spirit.

Assumptions & Validation Roadmap

Assumptions

Gen Z is looking for more engaging ways to learn about investing, gamification can enhance user engagement and education, and users are motivated by virtual and real-world rewards.

Validation Roadmap

Phase 1: User interviews and beta testing, Phase 2: Launch MVP, Phase 3: Targeted marketing and partnerships.

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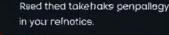
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Made with Gamma



What Makes Us Special



Innovative Gamification

The first investment platform that seamlessly integrates financial education with engaging game mechanics.



Real-World Impact

Users earn tangible rewards based on their real-world investment performance.



Al-Powered Insights

Personalized recommendations and market insights tailored to users' financial goals and risk profiles.



Community Engagement

Features like
leaderboards and
challenges create a
vibrant community of
engaged investors.



Business Model

In-App Purchases

Virtual goods and power-ups to enhance the investing experience.

Premium Subscription

Advanced features, exclusive content, and faster progression available through a subscription model.

Partnerships & Sponsorships

Collaborations with financial institutions for sponsored content and affiliate marketing deals.

Affiliate Marketing

Revenue from partnerships with financial services and products.

Market

Target Audience

Gen Z and Millennials, aged 18-34, who are tech-savvy and interested in financial independence.

Market Size

The global financial services market is projected to reach \$26 trillion by 2025, with Gen Z representing over 30% of the global population.

Growth Potential

The rise of digital and mobile-first financial tools creates a growing demand for innovative platforms that make investing accessible and engaging.



Sponsorship Ask

1

Funding Request

\$1.5 million to scale technology, enhance features, and expand marketing efforts.

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Strategic Support

Mentorship in navigating financial regulations, forging industry partnerships, and accelerating market entry.

3

Equity Offering

Opportunity for equity in a high-growth startup with disruptive potential in the financial services industry.

Additional Value

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Access to our innovative user base, insights into the evolving financial landscape, and the chance to be a part of transforming financial education.



TradersVille Thank You

Thank You

