



# TradersVille

The future of investing meets gamification.



# Problem

1

## 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.

3

## 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 AI-driven insights, making learning about investments enjoyable and accessible.



# Benefits

1

## Increased Engagement

Gamification transforms investing from a daunting task to an exciting experience.

2

## Enhanced Learning

Users gain financial literacy through interactive gameplay and simulated trading.

3

## Tangible Rewards

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

4

## 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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# 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.



## AI-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.

2

## 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.

4

## Additional Value

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

# TradersVille



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## Thank You

Thank You