

Invest your knowledge.

SIX AND THE CITY

Try Pitch

A woman with blonde hair is seen from the side, looking out of a window at night. The background is dark with some blurred lights, suggesting an urban setting. The overall tone is somber and reflective.

Financial literacy doesn't reach everyone.

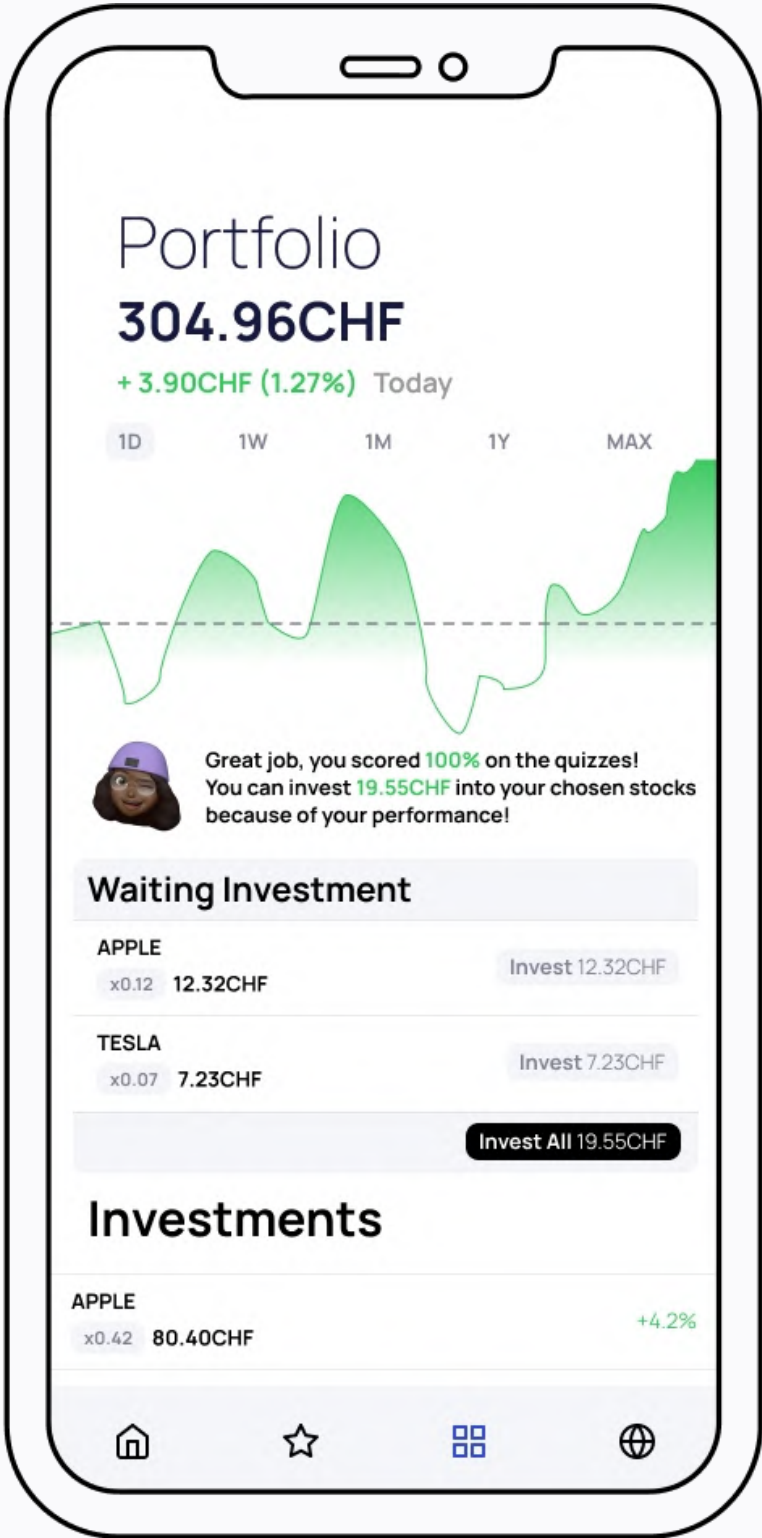
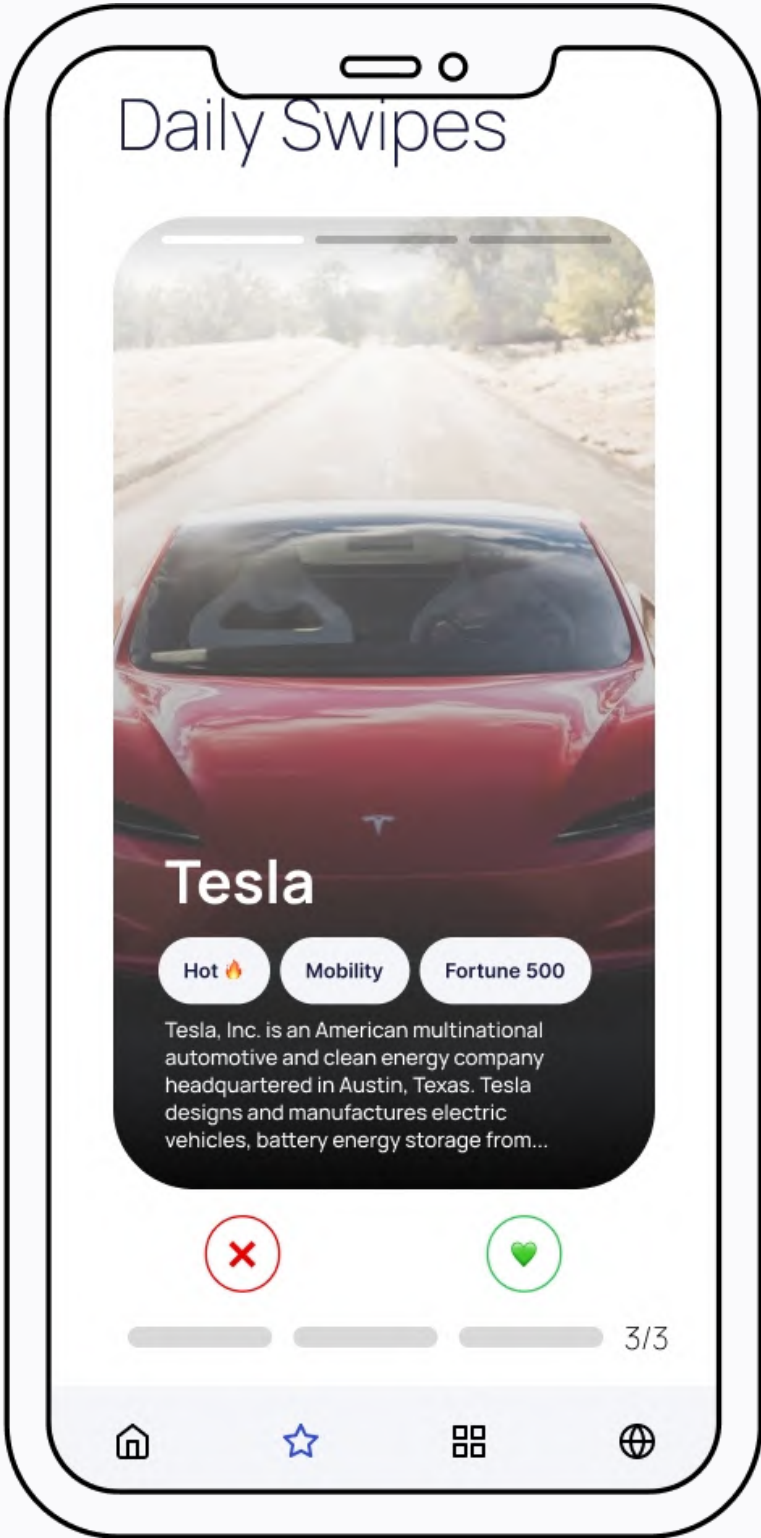
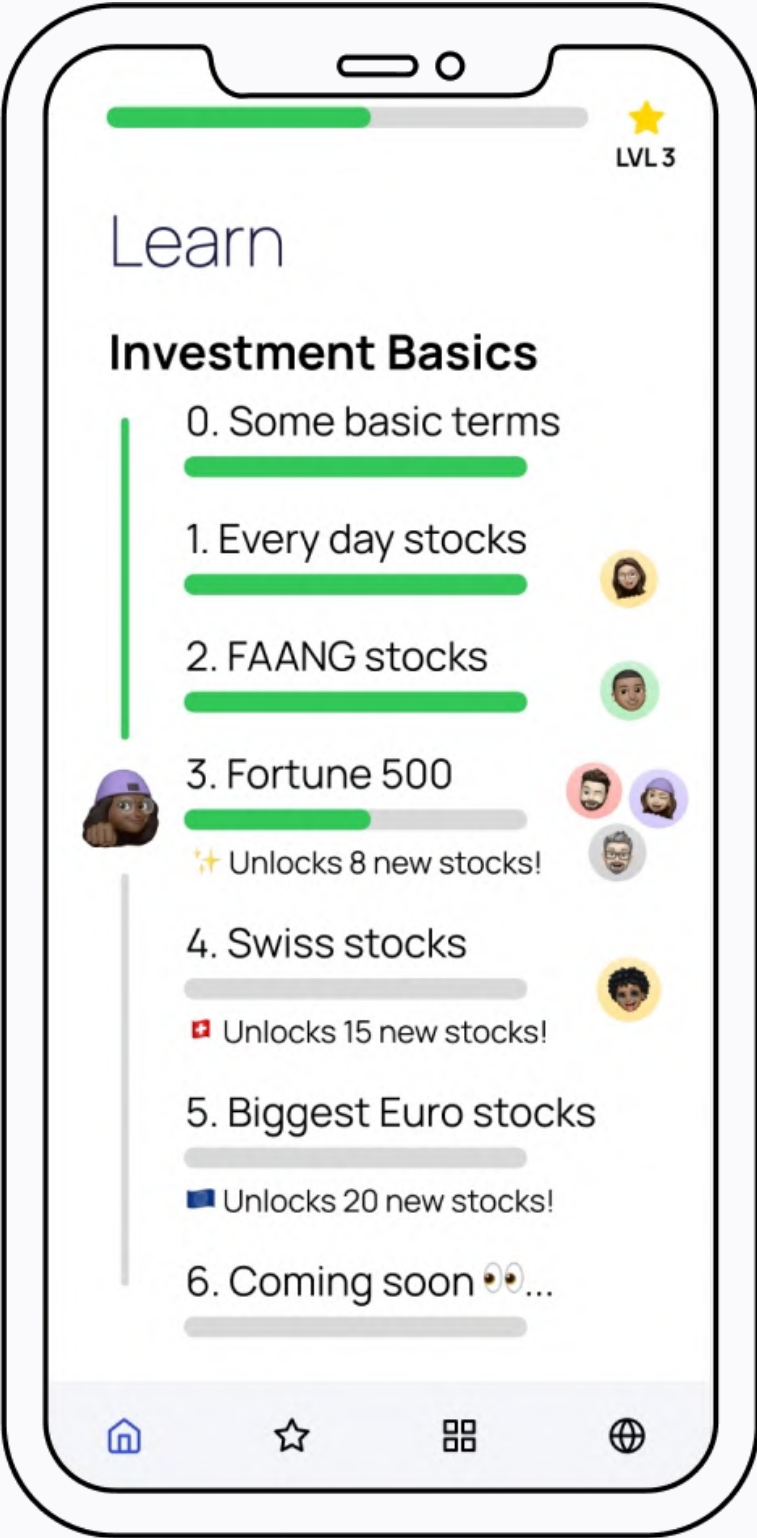


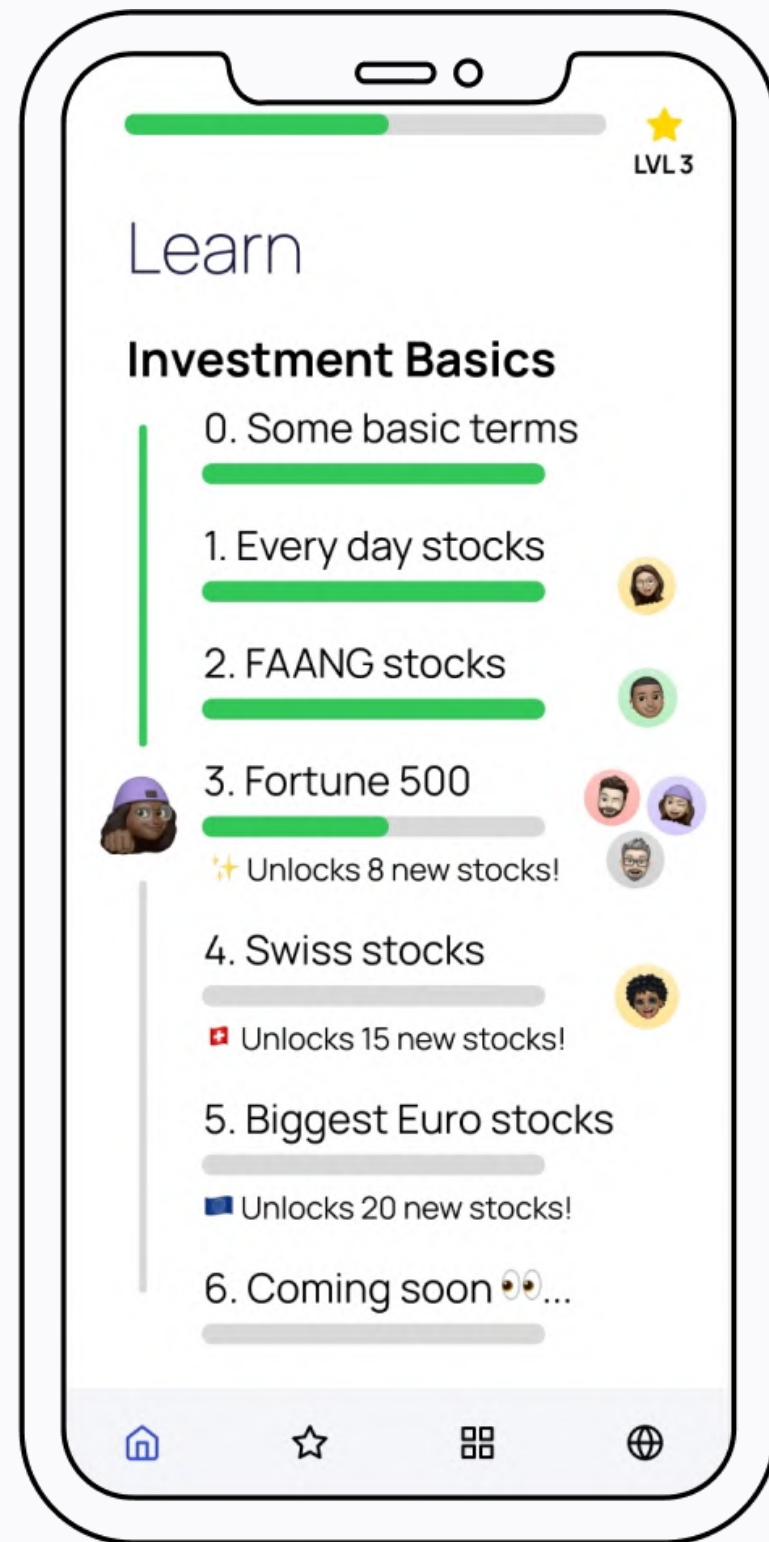
Wealth won't reach everyone.

The world could be different

The world could be different
with Athena.

Demo Athena.





Education

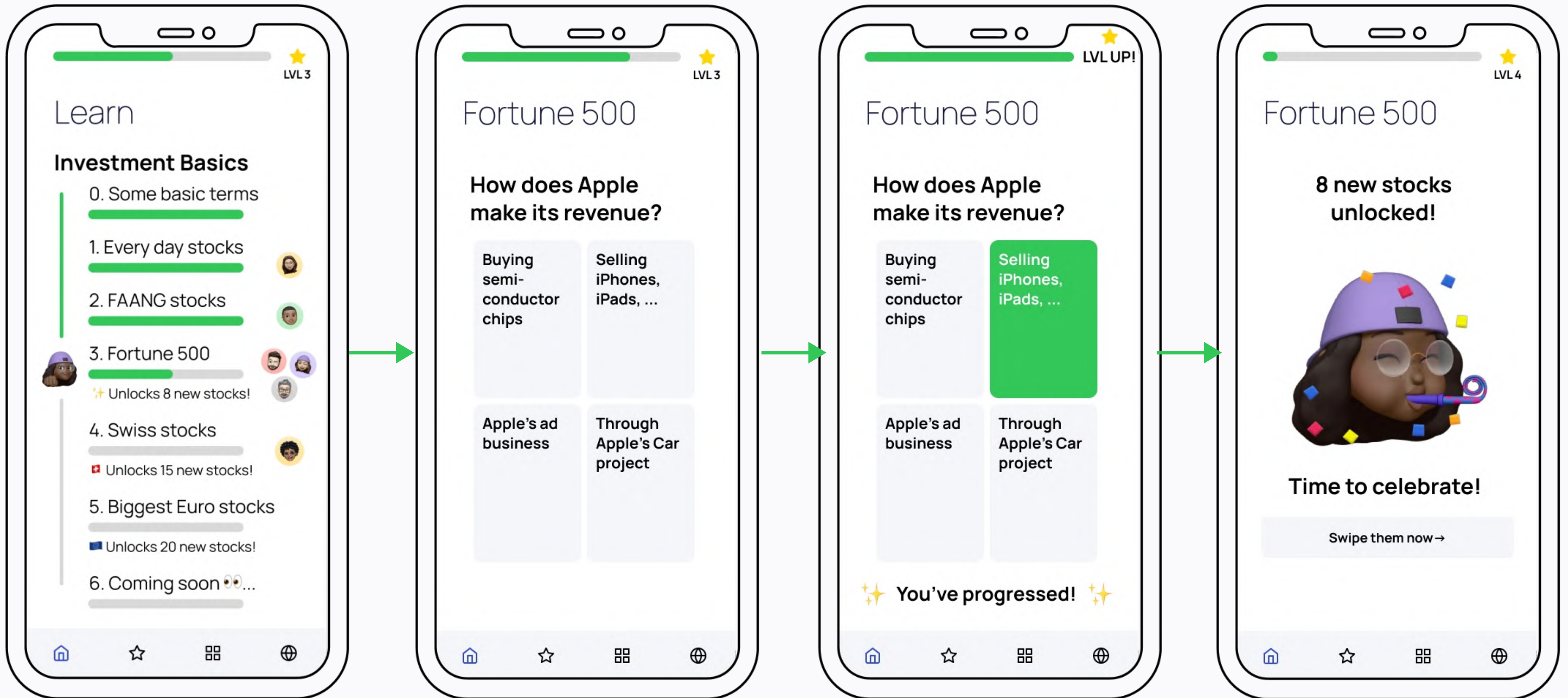
Start at the basic introduction.
Progress, and unlock harder levels.

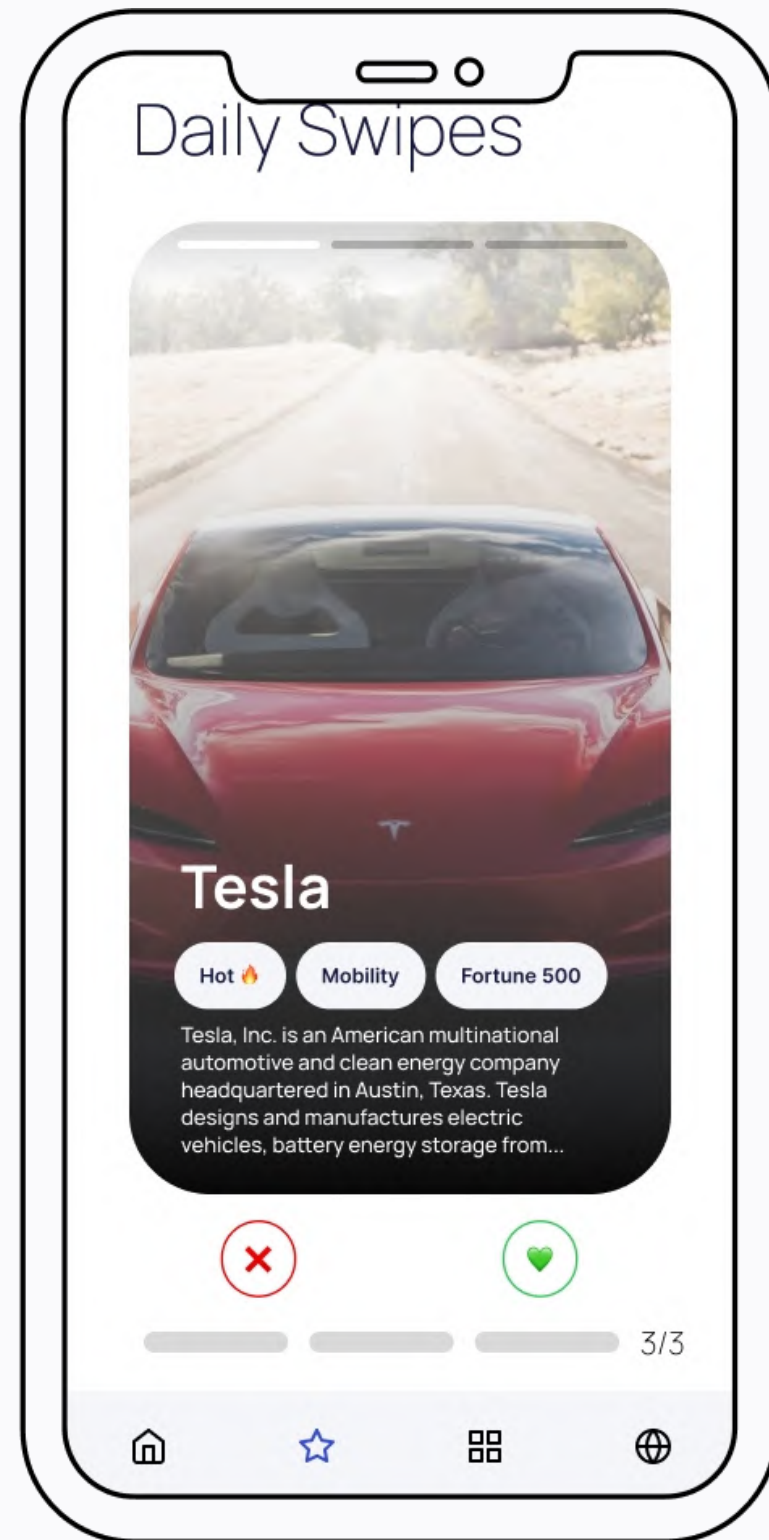
Automatic investment threshold, based on your learning performance. Work hard to get the maximum investment limit.

Athena teaches you financial literacy one step at a time. At your pace.

Unlock new stocks after completing each level.

Education





Personalization

Swipe your favorite stocks right. Athena gets to know you better as you progress.

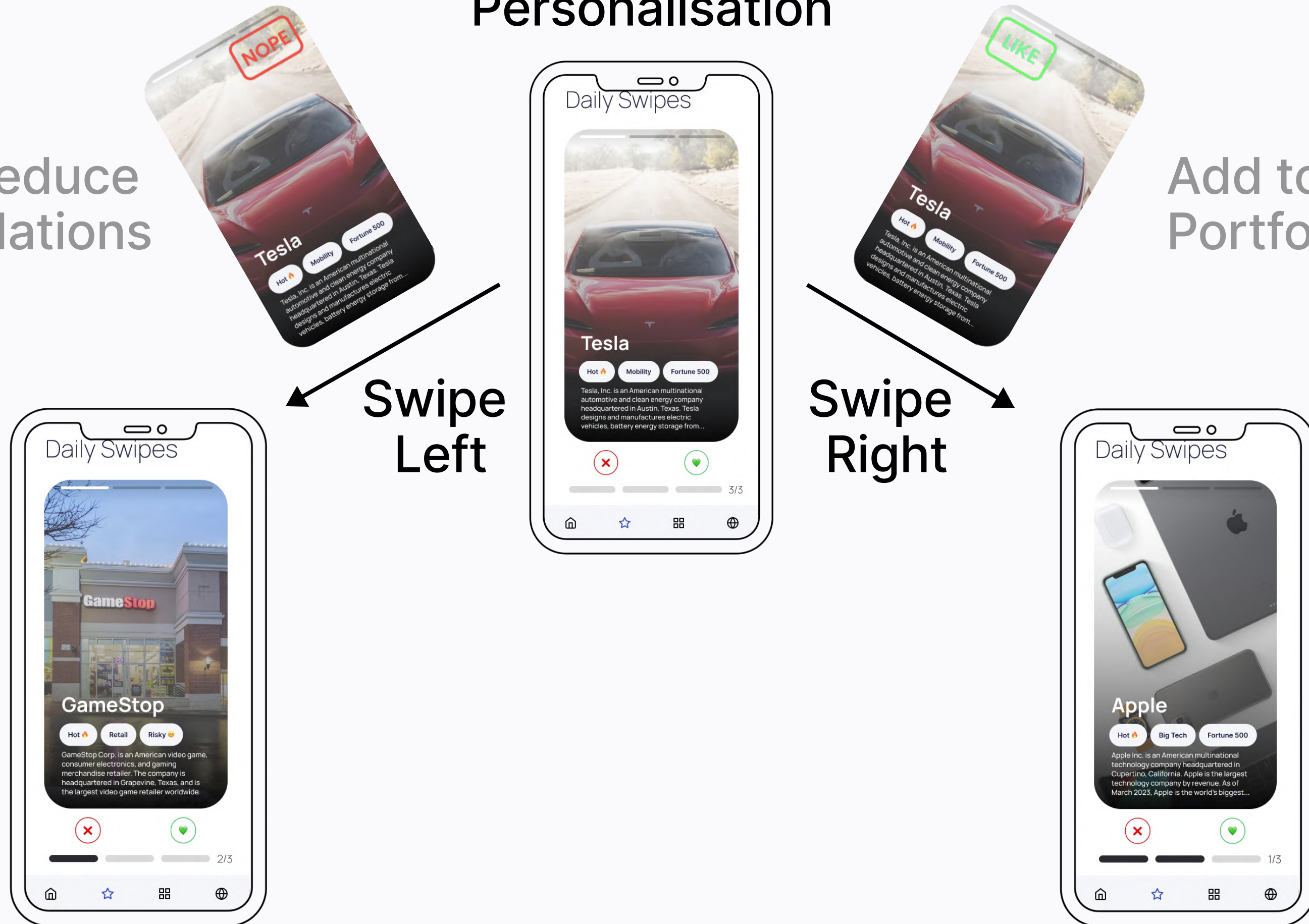
Your stock preference might change after every level. Athena stays flexible.

Athena then recommends you a tailor-made portfolio based on your preferences. Invest in what you understand.

Personalisation

Reduce Recommendations

Add to Portfolio



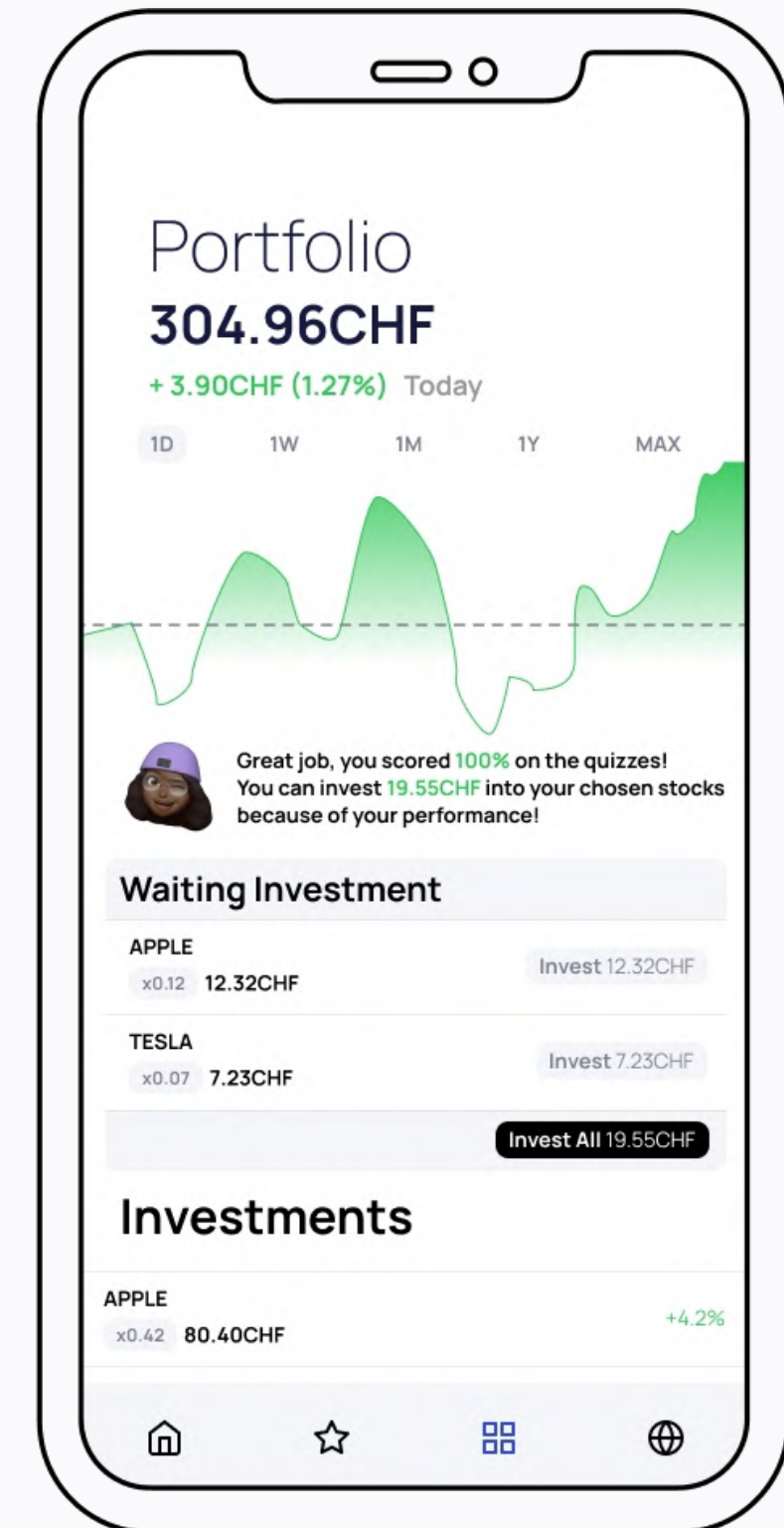
Gratification

Time to invest. Add your tailor-made portfolio to your total value.

Complete levels once a day or a week.
You decide. You invest.

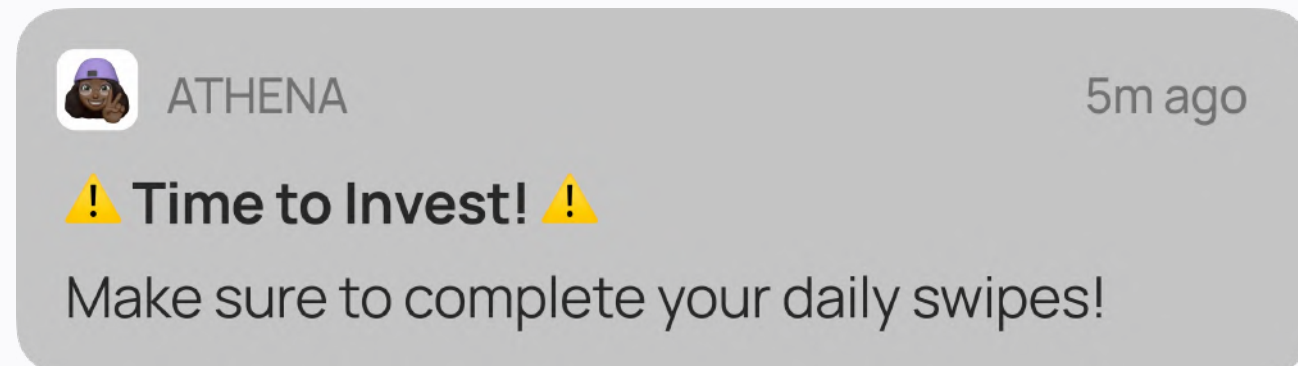
Check your dashboard outside of timed investment-cycles.

Don't worry. Whether you buy one stock or just a fraction – you get what you pay.



Timed notifications

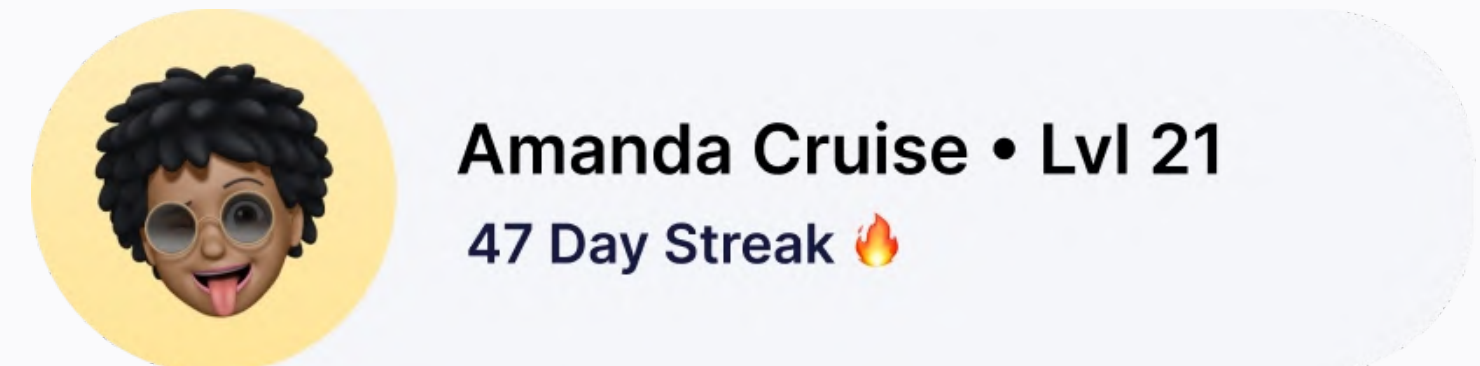
Kick-off a new investment cycle once a day. Don't miss out.



Start learning, swiping and investing.

Engaging streaks

Stay on track and compare with your friends. Everyday.



Become a long-term investor, shown in your streaks.

Athena works for you.

Athena works for you.
Athena invests with you.

Athena works for you.
Athena invests with you.
Athena educates you.

How to link profitability with sustainability

Make life-long financial education accessible

01

CUSTOMER RETENTION

From the first minute on. No ads. No Freemium. Full access to all features after registration.

Limit the individual risk profile to a minimum

02

ETHICAL STANDARDS

We set an investment threshold depending on your learning performance. No irrationality.

Less commission for sustainable stocks

03

REVENUE

Invest in sustainable stocks for less money. 1% transaction fee on sustainable investments, 2.49% on every other.

Referral-only at beginning. Happy users, happy growth.

04

NORTHSTAR

Customer-centered growth. Scaling once the product is ready - judged by our early customers.

Young professionals. Our long-term target customers

"As a low income graduate student, something I would honestly like to try!"



Laure Brem

Intern,
St. Gallen Smart
Government

"Athena makes investing much more accessible to the masses"



Arnout Devos

PhD CS Student,
EPFL



Shane Engelman

Engineer,
Magic Leap

Market Opportunity

Total Addressable Market

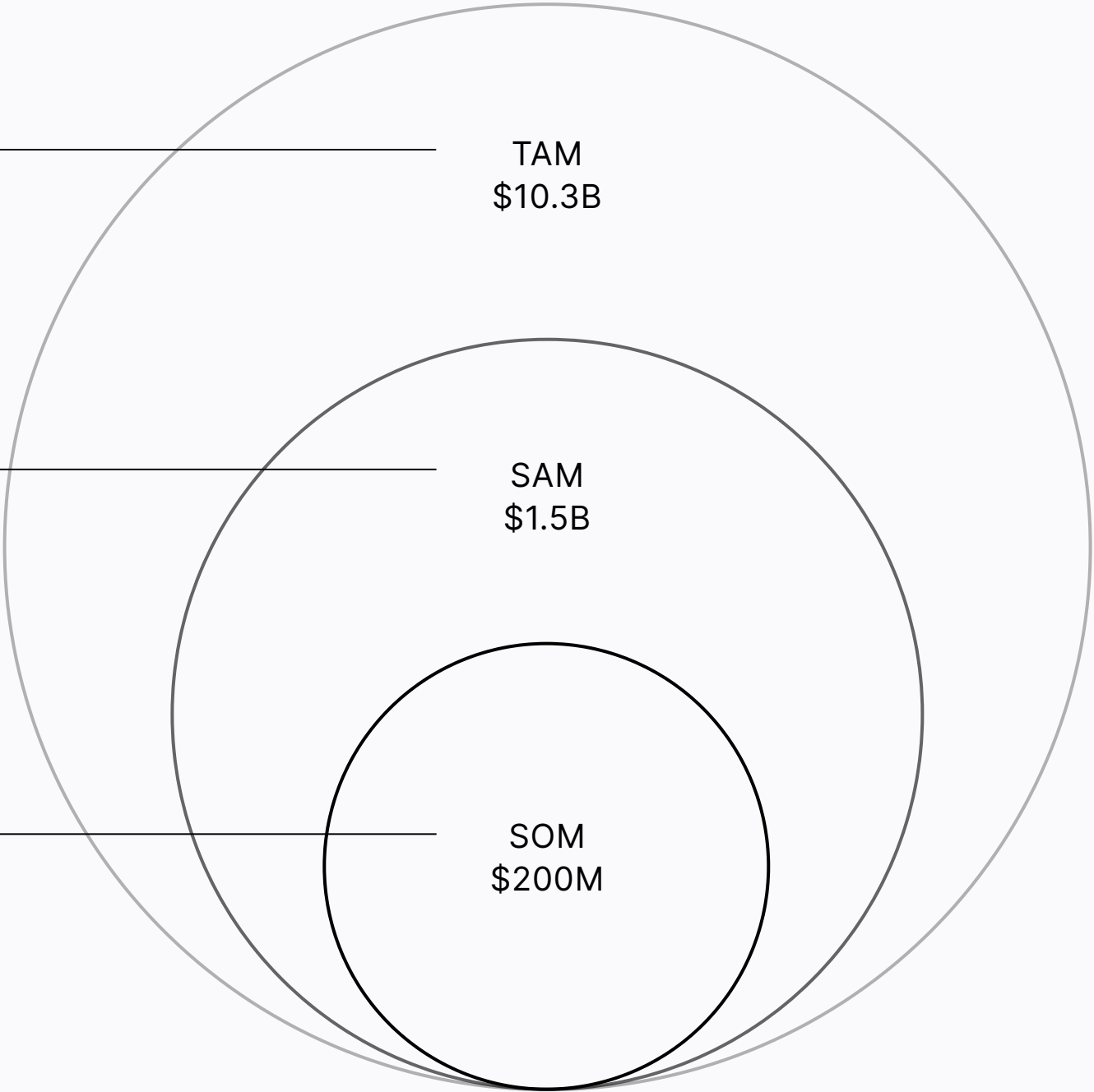
The Total Addressable Market for Online Trading sums up to \$10.3B.

Serviceable Available Market

The Serviceable Available Market consists of all online trading users in the DACH-region and amounts to \$1.5B.

Serviceable Obtainable Market

Athena targets young professionals and the Serviceable Obtainable Market amounts to \$300M. We tap into a new market by targeting non-investing users, and thus create a big SOM early on.



Competitor Analysis

| | TradeRepublic | Scalable Capital | Flatex | Selma | Athena |
|--------------------------|---------------|------------------|--------|-------|--------|
| Investing Feature | ✓ | ✓ | ✓ | ✓ | ✓ |
| Youth Target Audience | ✓ | ✗ | ✗ | ✗ | ✓ |
| Educational Assessment | ✗ | ✗ | ✗ | ✓ | ✓ |
| Tailored Stock-Portfolio | ✗ | ✗ | ✗ | ✗ | ✓ |
| Risk Limitation | ✗ | ✗ | ✗ | ✗ | ✓ |

Who we are

A group of 4 students who found a big vision in 36 hours. Diverging in background, we unite in vision.



Ba Business Admin, HSG



Ba Business Admin, HSG



BSc Computer Science, EPFL



BSc Computer Science, EPFL

Thanks!
We'd love to hear your
feedback.



Event :

START Hack 2023

Contact :

sixandthecity42@gmail.com

General outreach

How would we change your world?