Frustration

I observed that **program developers** are frustrated by **the daunting task of having to indecently develop methods to extract certain financial data\*** because as I discovered while investigating underlying secrets, they lack a **convenient way to access financial data** resulting in **their clients dissatisfaction due to their inability to provide them with pertinent data related to their equity investments/interest.**

*\*certain financial data = insider trading history, financial statement data points, earnings call analysis, etc. Very obscure and difficult to access data from unstructured data sources.*

Problem

**Financial program (app, service, newsletter, etc.) developers** want a **convenient** way to **access financial data**.

Solution

**Financial program (app, service, newsletter, etc.) developers** want a **convenient** way to **access financial data** and one solution is to **create and sell a financial data web Application Programming Interface (API) as a service.**