

HeyTheo AI-Native FinTech App : Investing Challenge

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Project Title: FinUp :- Try a Move + FinWhiz

Empowering Gen Z to take their first confident step into investing -- through simulation, guidance, and AI-powered insights.

Project Link Figma :- [FinUp Figma Prototype](#)

Project Walkthrough Video :- [FinUp Walkthrough Video](#)

Project Features Description

Feature 1: Try a Move — Simulation-First Investing

Key Highlights:

1. **₹500 Simulation Investment:**
Lets users simulate investing ₹500 in a curated stock combo - without using real money.
2. **Curated Investment Plays:**
Offers beginner-friendly, ready-made stock bundles like:
 - 2.1. **Tech Titans** (Apple + Microsoft)
 - 2.2. **Green Growth** (Tesla + First Solar)
 - 2.3. **Slow & Steady** (S&P 500 ETF)
3. **Visual Outcome Simulation:**
Shows potential return as:
“If you’d invested ₹500 one month ago, you’d have ₹548 today.”
4. **No Experience Needed:**
Designed to onboard beginners through action, not instruction.
5. **Gamified Learning Loop:**
Builds intuition and confidence by allowing users to experiment safely.

This encourages **learning by doing** and lowers the barrier to action for Gen Z, who often hesitates due to a lack of clarity or fear of loss.

Feature 2: FinWhiz - Smart AI Stock Assistant

FinWhiz is a conversational AI-powered assistant built directly into the FinUp experience via a floating icon, accessible on every screen.

It allows users to ask stock-specific questions in natural language and instantly receive simplified, jargon-free analysis. When a user enters a stock name (e.g., “Reliance Industries”), FinWhiz provides:

1. **Fundamental Analysis**
 - a. Overview of company strength, revenue trends, profitability, market position, and valuation.
 - b. Clear yes/no signals for long-term investment potential.
2. **Technical Analysis**
 - a. Recent price movement, trends, resistance/support zones.
 - b. Key trading insights, momentum shifts, and chart patterns (if applicable).
3. **AI-Simplified Summary**
 - a. Final takeaway in clear, concise language tailored for beginners.

- b. No finance background required - just clarity and confidence.

FinWhiz aims to **bridge the knowledge gap** by making deep market insights instantly accessible and easily understood, empowering users to make informed decisions.

Why This Approach Works for Gen Z

1. **Low-Pressure Onboarding:** Investing ₹500 in simulation mode allows users to experiment without fear.
2. **Gamified Exploration:** Pre-curated plays simplify research and promote confidence through real-world scenarios.
3. **Always-On Guidance:** FinWhiz enables self-service learning on demand, with AI-powered clarity.
4. **Trust Through Transparency:** Every step feels guided, intentional, and clear—without hidden complexities.

These features provide Gen Z with a **safe space to explore, smart tools to learn, and the confidence to act** - all inside one mobile-first experience.

Overall Impact

Together, **Try a Move** and **FinWhiz** form a complete learning-to-action loop. Gen Z users are first encouraged to explore safely, then educated through visual outcomes, and finally empowered to ask smart questions and understand the “why” behind market behavior.

This combination delivers HeyTheo’s mission: **to help a new generation of investors take real action - with confidence, clarity, and ease.**