

NEW JERSEY INSTITUTE OF TECHNOLOGY

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# **YWCC 307 | Team Project**

## **Social Finance App**

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An app where investors can display their current stock, crypto and other investments and give their opinions based on what they're buying or selling. Allows other users to engage and comment in posts.

Can support a wide range of assets:

- Stocks
- Crypto
- Real-estate
- International currency
- Vehicles
- Collectors items

Can show statistics based on what users invested in:

- Compares users investments to costs of other things
- Generates various infographics pertaining to user portfolio

Current State of Products on the Market:

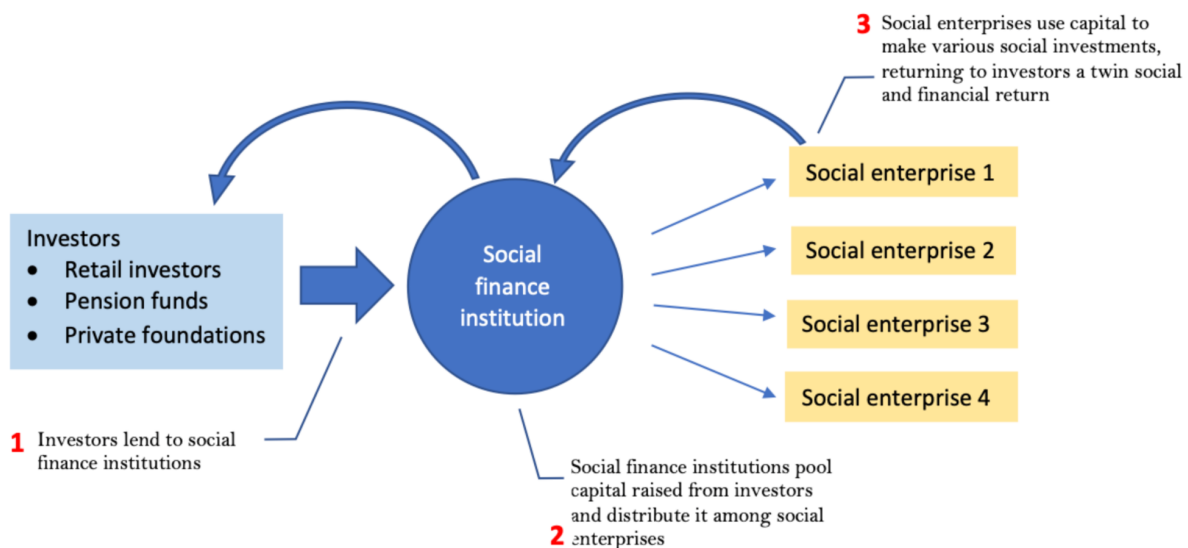
4 key groups of social finance:

Investors -

Social Enterprises

Social Finance Institutions

Intermediaries



Assumptions:

Who is our client - Deloitte?

Competitors within the market- SoFi, TravelBank

What does this app do better? - stated above