**Team members:** Andrey Tretyak, Justin Stephan

**Candidate Capstone Project Idea:** Stock Analysis

1. **Primary Audience:** Our primary audience consists of retail investors, also known as individual investors. They are non-professional investors who buy and sell securities or funds that contain a basket of securities such as mutual funds and exchange traded funds (ETFs). We offer a direct to consumer subscription-based “freemium” model, a pricing strategy by which a basic product or service is provided free of charge, but money (a premium) is charged for additional features, services, or virtual (online) or physical (offline) goods that expand the functionality of the free version.
2. **Secondary Audience:** Our secondary audience consists of financial services companies (such as Etrade, Robinhood and Merrill Edge). This segment of the economy is made up of a variety of financial firms including banks, investment houses, lenders, finance companies, real estate brokers, and insurance companies. Business students, those earning degrees in Business Administration (MBA) or Finance, alongside the institutions they attend are also included. Our hope is that those with a keen interest in financial markets can use our application to suggest additional investment products and conduct research.
3. **Gatekeepers:** Our potential gatekeepers may include executive assistants at financial services companies (such as Etrade, Robinhood and Merrill Edge) who would be responsible for bringing our proposal to a board of directors for consideration.
4. **Watchdogs:** Our watchdogs are financial trade publications, such as *The Economist*, *Barron’s*, *Bloomberg Businessweek* and *Financial Times* which recommend investment vehicles to our primary audience.

When it comes to investing for the future, how do you know if you’ve made the right choices? At StockUp, we hope to make those choices easier. Our mobile app will help to make financial investment decisions by leveraging historical market data and the current market sentiment. Using Deep Neural Networks, it predicts future stock market trends with a high probability to help retail investors make sound investments and better their returns. To enhance the probability of successfully predicting a future stock price, the model will be trained to not only look at historical stock prices, but also reference additional social metrics. For example, these additional references could be articles or tweets with mentions of the stock or security in question. We believe combining historical market data and market sentiment with our model will yield future stock price predictions with a high degree of accuracy.