

A new type of way to invest

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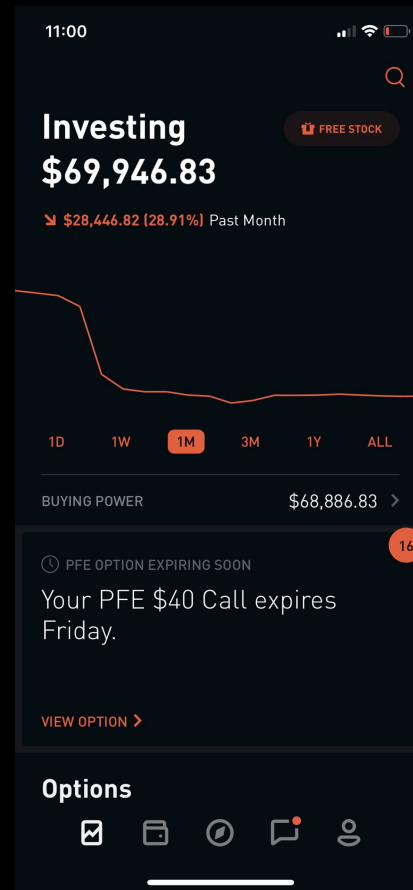


Founded by Nicholas Bosenbeck, Franklin Jara Valverde, and Justin Smeding



Problem

- Statistics have shown that 80% of stock market traders are not profitable.
- Inexperienced traders often lose money on the same mistakes and never learn.
- Most traders do not have a reliable platform for advice.



Business Case

- In a time period that people are looking to make additional wealth from home, the stock market has been providing a temporary job for millions of new traders.
- AlgoStock will provide an informative stock investment advice based service in order to turn unprofitable traders into profitable ones.
- We are only limited in the number of users paying for our subscription based service, specifically targeting inexperienced traders.
- Our product will provide a high return on investment based on our projected number of subscribers in our first year of service.



Understanding the Issue



The Issues:

- Common negative influences on inexperienced traders are a lack of technical knowledge, fear of missing out, and greed.
- Most traders are found to be overconfident, end up sizing in too big, and do not know how to control losing trades.

Our Solutions:

- Taking these factors into account allows us to build a platform that can provide answers.
- Our service provides a “help” section dedicated to teaching traders common trends, patterns, and terms that will allow young traders to reach a foundation of proper technical analysis.
- In addition we supply users with stock related news, professional analyst opinions, and an algorithm based bot that can detect profitable stocks.



SWOT Analysis



Strengths:

- Large target audience
- Easy to implement idea
- Very expandable and high growth potential
- Low cost service to make
- Low risk/high reward
- High ROI if criteria is met

Weaknesses:

- Competitors offer similar services
- Needs recognition to become successful
- Service could be considered too simple for its price point

Opportunities:

- Simple design allows for easy expansion
- Can add real time stock market data
- With enough funding we can provide our own platform to trade on
- Partnerships with similar existing services
- Offer free trials to new users

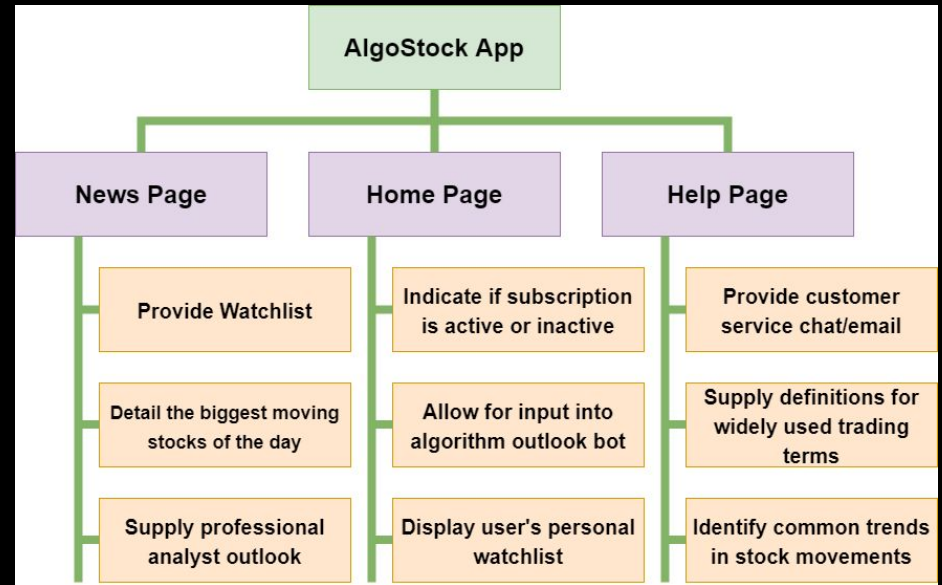
Threats:

- Stock market goes through periods of high volatility
- Analyst recommendations and algorithm outlooks are not guaranteed results



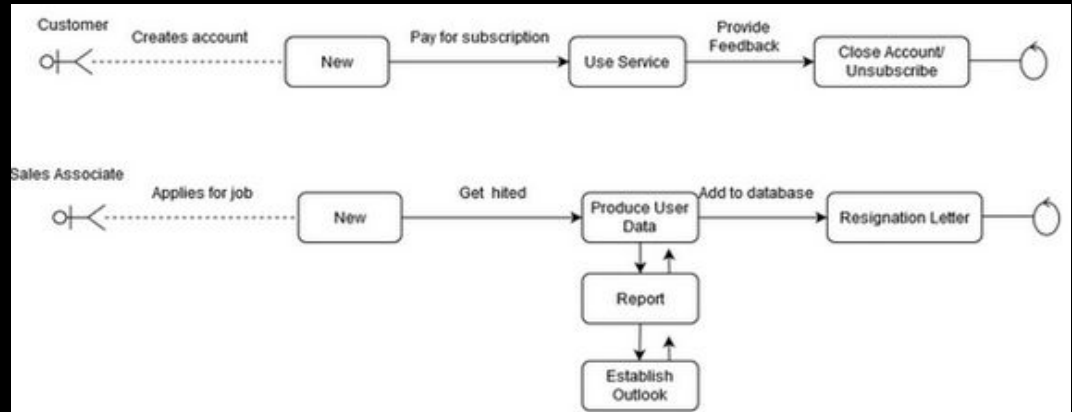
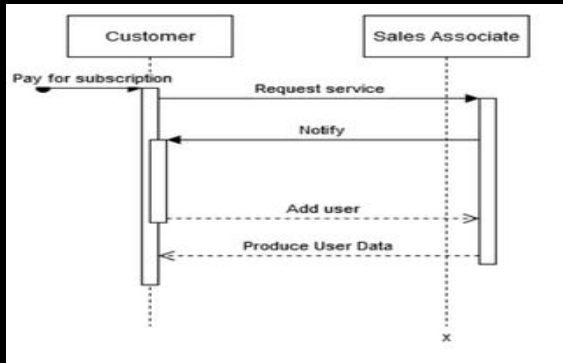
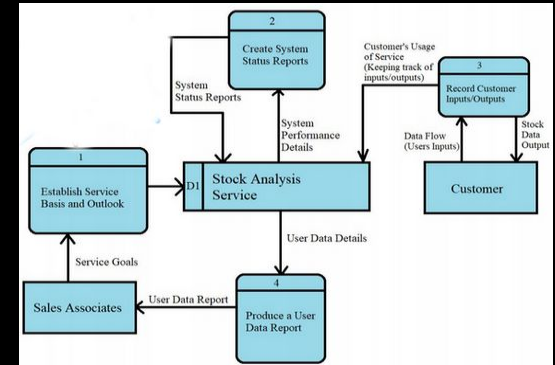
FDD Model of Application Usage

- The following is an FDD model of AlgoStock's application
- The News Page is how we provide the daily updated watchlist, display what stocks made huge moves at the end of the trading day, and our analyst will give market direction insight if possible
- The Home Page will display a user's subscription information, give access to using or algorithm based bot, and allow for entries upon a personal watchlist
- The Help Page provides customer support, supplies definitions for trading terms, and presents common trends and patterns in a stock's movement.



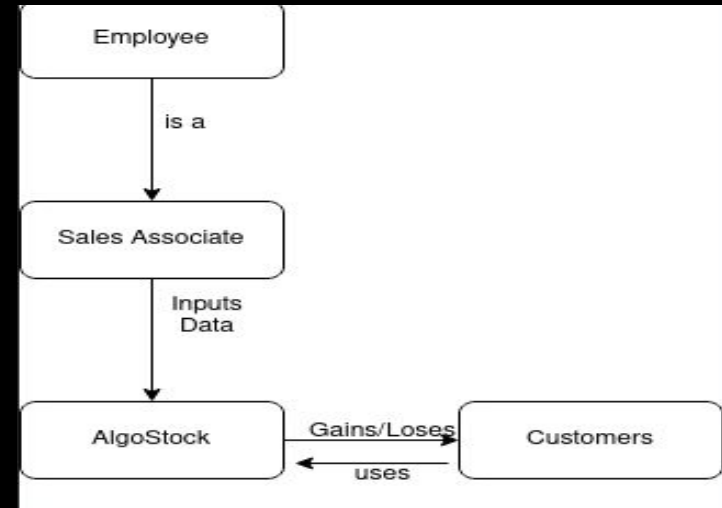
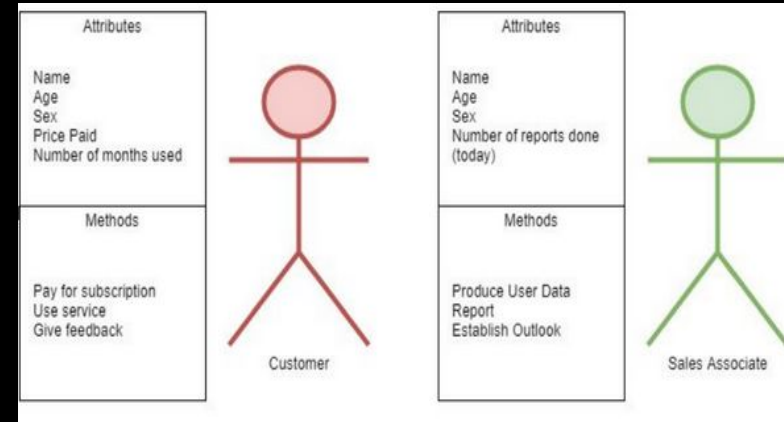
Context /DFD

- Customer records input/outputs based on the system
- System algorithm knows most popular stock
- Sales Associate produces data report
- Customers make better decisions based on the data report
- Sales Associate finds target audience to focus on



OO Model

- Interaction between our objects and processes
- Objects derive from Employee and follow chains
- Chains represent process
- Process shows way they work together
- Customer pays for premium content
- Sales associate add user and update data
- AlgoStock determines numbers of customer
 - Success of the application



UX/UI

- Home: Check for Active/Inactive subscription
- Enter stock ticker exa: \$AAPL (Apple Inc)
- Help: Dedicated to answer customers' emails
- News: Display daily watchlist to enter trade for quick scalp
- Daily Big Movers: Stock price action significance
- Accurately updated at closing time



AlgoStock
Investments

News
Welcome, Nicholas.
to our news page!

Daily Scalp Watchlist:
BABA Calls over 304.18 PT: 307.75
AMD Calls over 87.41 PT: 88.95
BA Calls over 183.30 PT: 184

Daily Big Movers:
\$SPY: +1.26% \$BYND: -4.05% \$NIO: +5.74%
\$BA: +13.71% \$AMD: -3.21% \$TSLA: -2.02%

Analyst Outlook:
With SPY gapping up overnight,
due to vaccine news, there is
potential for ATH.

News Home Help

Conclusion

- \$12k average spent for AlgoStock foundation: graphic design, coding, infrastructure, advertising, and maintenance/server costs
- Funds set aside if budget needs to be increased
- AlgoStock has set dates for application release
- Already a system to predict future stock trends/movements based on indicators
- Management will keep regular maintenance and performance of our servers
- Ensure users understand the product
- Customers utilize our service to the fullest extent
- Customers can benefit from a data report

