



Project Proposal

For the Democratizing Investment.

Making hedge fund-like data analysis accessible to you and me

EXECUTIVE SUMMARY

Objective

Alpha Course aims to democratize financial literacy by offering personalized investment courses. Leveraging APIs, SEC filings, profit descriptions, and other official documents, Alpha Course aims to educate people on making informed decisions about stock investments.

Goals

To develop a user-friendly platform that offers personalized courses on stock investment. To empower individuals with the tools to evaluate and make informed decisions on stock investments. To capture a minimum market share of 5% within the first two years.

Business Objective

Acquire 50,000 registered users within the first year.

Achieve a customer retention rate of at least 70% within the first year.

Secure at least three partnerships with financial institutions within the first 18 months.

Project Outline

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MARKET ANALYSIS

Target Audience: Primarily targeting retail investors with a secondary focus on early-career financial professionals.

Demographics: Ages 25-60, with household incomes ranging from \$50,000 to \$150,000.

Geographic Scope: Initially focusing on the U.S. market with future expansion into Europe and Asia.

Market Size: Projected to be \$1.2 billion in the U.S. based on subscription models for financial educational platforms.

Large, diverse target audience showing promise for scalability. Estimated 3-5% of market share within the first two years is a reasonable objective.

PRODUCT OVERVIEW

Core Features

Personalized Learning Paths: Adaptive algorithms to assess and align with the user's financial knowledge.

Real-time Analytics Dashboard: Aggregated data on selected stocks, fetched from various APIs.

Simulated Trading Environment: An environment where users can practice without financial risks.

Development Timeline

- * Phase 1: Market Research & Validation (Months 1-3) * Conduct surveys, interviews, and competitor analysis.
- * Phase 2: MVP Development (Months 4-9) * Core backend architecture, initial course content, and frontend design.
- * Phase 3: Beta Testing (Months 10-11) * Inviting 500 initial users for feedback and iteration.
- * Phase 4: Full Launch (Month 12) * Public launch, marketing campaigns, and user acquisition strategies.

Regulatory Compliance

Hiring a compliance officer to ensure SEC and GDPR compliance. External legal consultation every quarter to update on regulations.

COMPANY NAME

Risks and Mitigations

Market Competition: Mitigation: Strong focus on user personalization and real-time data analytics.

Regulatory Changes: Mitigation: Quarterly reviews and adaptations to regulatory changes. Conclusion

Conclusion

Alpha Course aims to disrupt the financial literacy space by offering unparalleled personalized, real-time investment education. With the U.S. market projected to be \$1.2 billion, we seek to capture a sustainable market share by focusing on quality, compliance, and user satisfaction.
