

# GROWIN - A Place to Invest

By: Finance Bros

# What is Molly worried about

- intimidated by the stock market and the idea of investing
- struggle to know which company to support based on his values and interests
- Confused with other stock websites since they are hard to navigate and analyze



Growin' is a platform that gives **recommendations** to users on choosing their **investments** based on their **interests** and trading habits

# How can Growin help Molly

- simplifies investing in stock markets
- recommends which stock markets should be invested in based on previously observed trends
- ranks companies based on the user's search filters
- presents stock market data and company analytics (using machine learning algorithm)

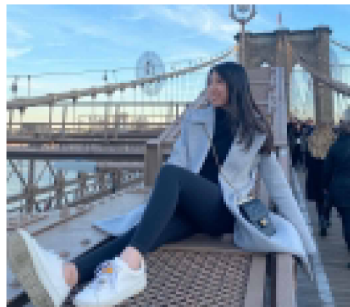


# Team Members



**Andrew Chu**  
Business Strategist

learning new things  
everyday from the  
markets.



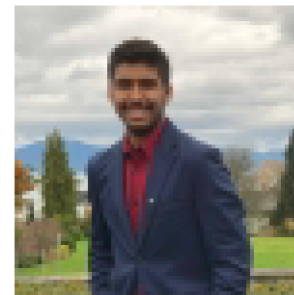
**Alice Hsiao**  
UX/UI Designer

Alice is the name, UX is  
the game.



**Saffrin Granby**  
Front End Developer

Just a Vancouver girl  
doing the most.



**Gagan Bhatia**  
Back End Developer

Experimenting each  
day!



# People like Molly



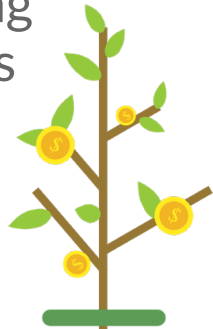
Students:  
learning how to  
invest



Working People:  
Invest income



Investors: looking  
for trading ideas



# Competitive Advantage

## Personalized

- Value/Interest based
- Consumer needs/goals

## Automated Trading

- Market/Event scanner to track potential trades
- Technical analysis to spot buy-in/sell-out points

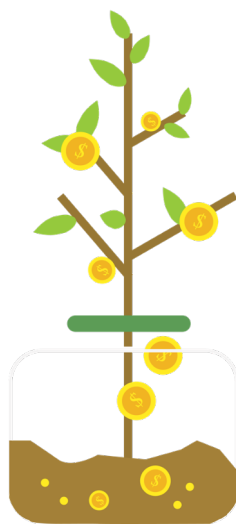
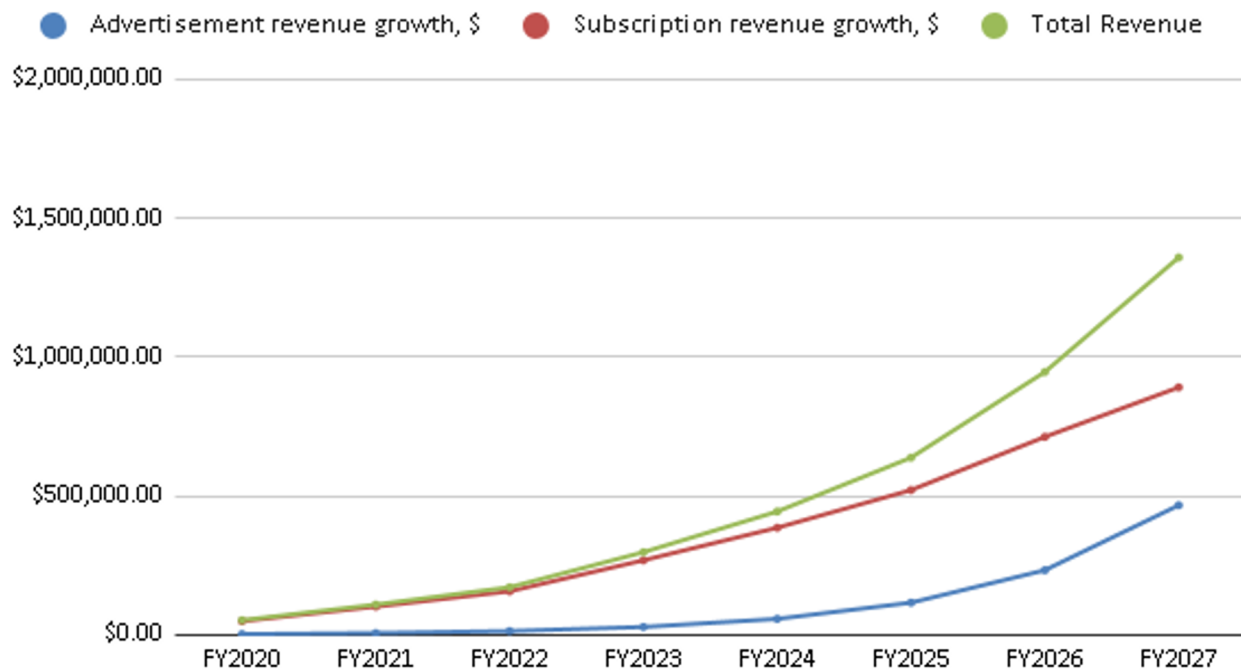
## Informative

- Filtered news based on consumer interest
- Relevant material for each consumer segment



# Growin's Business Model

Projected Revenue (FY2020-FY2027)

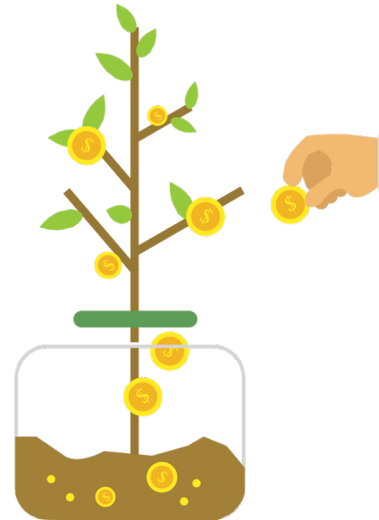




# Growin's Business Model

## Growin Projected Revenue

	<i>Dec-20</i>	<i>Dec-21</i>	<i>Dec-22</i>	<i>Dec-23</i>	<i>Dec-24</i>	<i>Dec-25</i>	<i>Dec-26</i>	<i>Dec-27</i>
Model Sheet Currency : (CAD)	FY2020	FY2021	FY2022	FY2023	FY2024	FY2025	FY2026	FY2027
Growth Analysis								
Advertisement revenue growth, \$	\$3,650.00	\$7,300.00	\$14,600.00	\$29,200.00	\$58,400.00	\$116,800.00	\$233,600.00	\$467,200.00
Subscription revenue growth, \$	\$50,000.00	\$102,500.00	\$157,593.75	\$269,222.66	\$386,334.51	\$521,862.04	\$713,211.45	\$891,514.32
Total Revenue	\$53,650.00	\$109,800.00	\$172,193.75	\$298,422.66	\$444,734.51	\$638,662.04	\$946,811.45	\$1,358,714.32



# Business Roadmap

Phase 1: R&D

Using Microsoft Services  
to create web

Partner with firms to link  
trade api on our web



Phase 2: Growth

Marketing and Advertising

Partner with banks with  
most students



Development of new  
features on our web

Partnering with other  
firms to increase users



2020

2023

2026



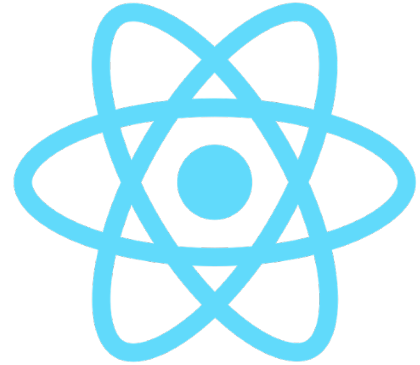
# How was Growin Built



Machine learning  
model by Python

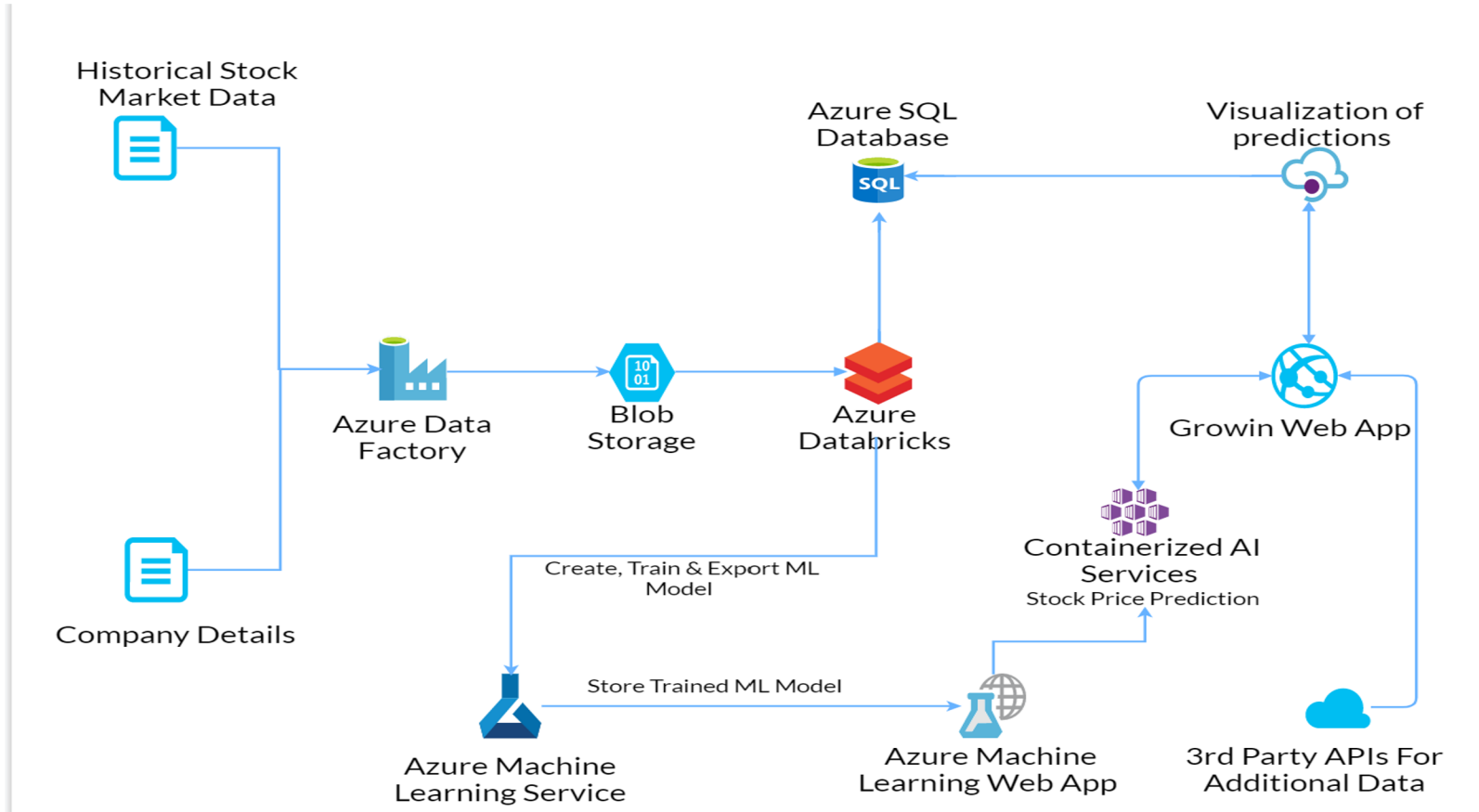


Backend:  
Javascript



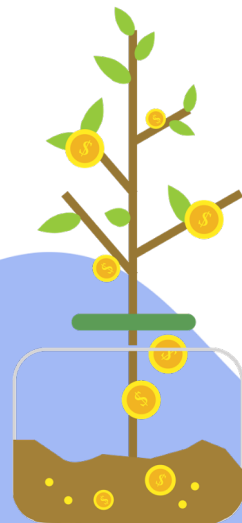
Frontend: React js.

# Microsoft Azure High level diagram



# Demo

<https://growin.netlify.app/>



# Future Plan

## Business

- Integrate new investment products (mutual funds, options, fx)
- Look into expanding into new markets (China, United States, Europe)
- Integrate new features such as instructional videos/articles/demos

## Technical

- Using new algorithms to trade additional investment products
- User testing at every quarter to enhance user interface and experience
- Updating Machine Learning Model Every Quarter.

# GROWIN<sup>🌱</sup>

Growin is an investment platform like no others that will break down the intimidation of entering the world of finances and offer value-based investment options.



Thank You For Listening!

