

Social Finance Definition:

- Social finance refers to the use of **financial tools**, such as **investments, loans, and insurance, to address social and environmental issues**, while also **generating financial returns**. This approach aims to create positive **social and environmental impacts** while providing **financial benefits to investors**.
- Social finance encompasses a range of activities, including impact **investing, community investing, and social enterprise financing**. It is driven by a desire to use finance as a tool for achieving positive **social and environmental outcomes, rather than solely for profit**.
- Examples of social finance initiatives include investments in renewable energy projects, microfinance lending to support small businesses in low-income communities, and investments in education or healthcare infrastructure. The focus of social finance is on creating sustainable solutions that benefit both society and investors.

SoFi - <https://www.sofi.com/>

SoFi is an application that helps with Personal Loans, Banking, Credit Score and Insights, Investments, and more all in one place. Their goal is to help their users manage their money and help them reach their goals. These goals could be becoming debt free or buying a home. It provides users with ways to manage all of these actions in a mobile application while also providing member benefits. These benefits include borrowing money, refinance loans, and more. SoFi helps its users understand and manage their social finances. This application is great for people to manage all of their money needs in one place and be able to see how to reach their financial goals. Overall, SoFi is an application that helps users become financially independent.

- Notes:
 - Personal Loans
 - Banking
 - Credit Score
 - Investments
 - Credit Card
 - Rewards
 - Managing social finances

Acorns - <https://www.acorns.com/>

Acorns is an application that helps users invest their spare change. This application works by rounding up a user's purchases to the next dollar and investing that change into stocks. The stocks are chosen by a diversified portfolio built by the company. This application also has a banking portion for users. Acorns is a great app to help start investing by using spare change from purchases that are already being made.

- Notes:
 - Spare change converted into stocks
 - Helps people to get into investments
 - Unique portfolios made to help users with choosing stocks