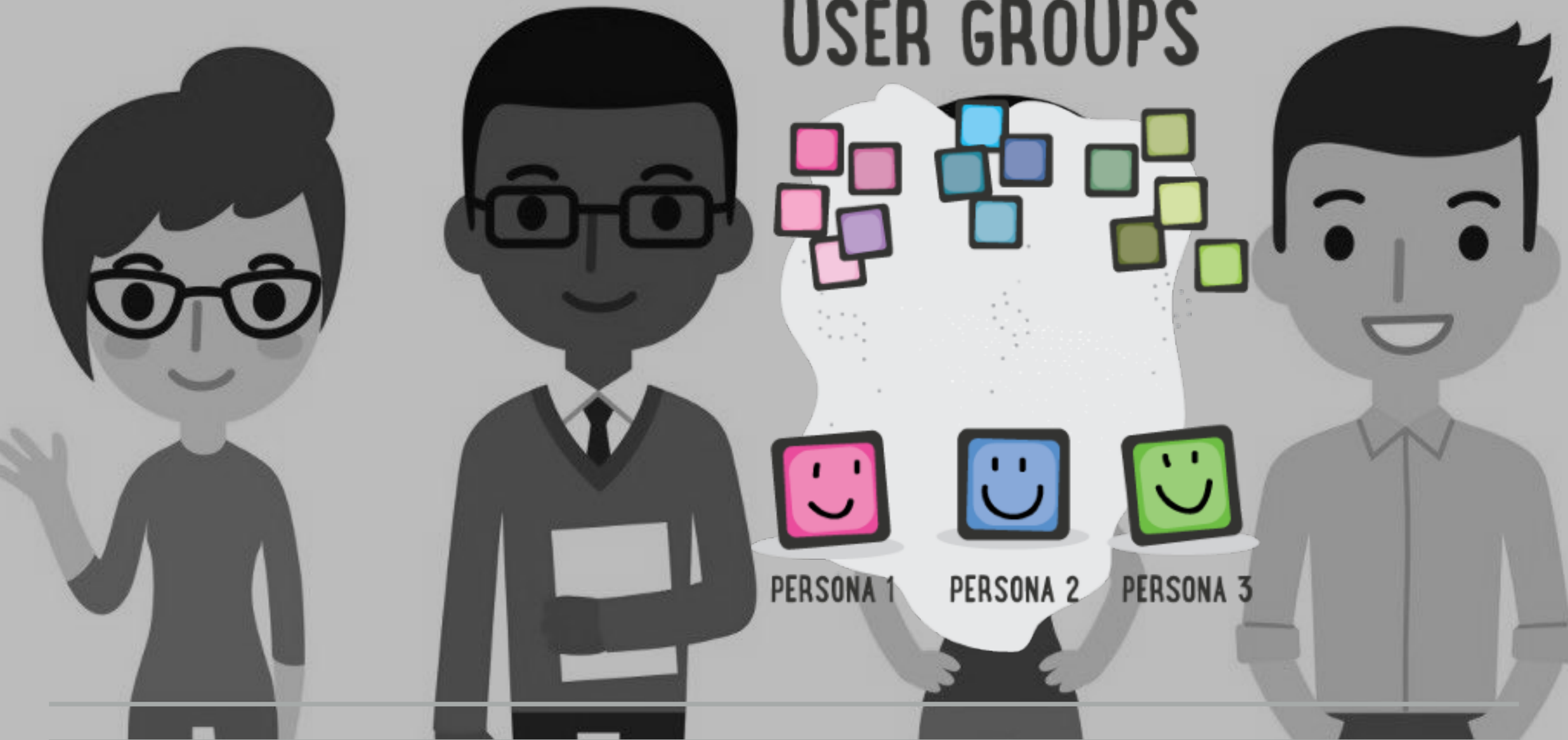


3 KEY PROBLEM

- ▶ Lack of motivation in finding investment info
- ▶ There's considerable risk in investing
- ▶ Difficult to comprehend information (esp. Technical term)

USER GROUPS



PERSONA