





3 KEY PROBLEM



Lack



innovation





finding



investment

info



There's

considerable

**risk**



investing



Difficult



comprehend

information

(esp. .



term)

















































































































































































CONCLUSION

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

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# CONCLUSION

Due to several factors, inexperienced investors found it hard to invest in financial securities



