**Project Proposal Submission**

**Team 03**

**Course: Leadership and Entrepreneurism**

**Instructor:** Dr. Ardiana Sula

**Semester:** SU’24

**Proposal Due Date:** Oct 23, 2024

**Description:**

**InvConnectEDU** is an AI-powered recommendation system that aims to educate students by offering individualized financial literacy and investing solutions. Our goal is to bridge the knowledge gap between students and the complex world of finance by offering tailored financial advice, educational resources, and automated investment management tools to the university students for turning their entrepreneurial dream into reality and be their own leader.

**Project Proposal:**

1. Synopsis of the Business Idea:  
   Name of company: **InvConnectEDU**
2. **Idea for a Business:**An AI-powered tool called InvConnectEDU is an AI-powered tool that utilizes Large Language Models in the Recommendation System to help students make informed financial decisions tailored to their individual needs. Our mission is to equip students with the financial literacy they need to pursue their academic objectives while building wealth and innovations through cutting-edge tools and individualized investment methods.

**2. Mission and Vision Statements**

**Mission Statement:**  
To give students more access to financial literacy and investing possibilities, allowing them to make informed financial decisions for a safe and prosperous future.

**Vision Statement:**  
“Empowering students for financial independence by integrating cutting-edge investment strategies with academic success.”

**3. Market Analysis**

**Target Market:**  
Our target audience consists of college and university students aged 18 to 25 who want to learn about personal finance and make sound investing decisions. These students come from a variety of educational backgrounds and are searching for user-friendly investment platforms that are tailored to their financial goals and knowledge levels.

**Market Need:**  
Students need accessible platforms offering tailored investment advice without requiring a large initial investment or deep financial knowledge. InvConnectEDU addresses this gap by providing student-focused, easy-to-use financial literacy and investment tools tailored to their current financial situation and future goals.

**4. Product or Service Description**

**Product/Service Name:**  
InvConnectEDU Financial Investment Platform

**Description:**  
An AI-powered platform called InvConnectEDU gives students automated investment management, educational materials, and tailored financial advice. The website features financial planning modules, budgeting tools, and an AI-powered assistant that makes personalized recommendations based on the student's goals, savings, and risk tolerance.

**Unique Selling Proposition (USP):**  
The first platform created especially for students, InvConnectEDU provides concise, individualized investing advice without requiring any prior financial expertise. By concentrating on the student population, we offer resources that complement their financial objectives, income ranges, and academic schedules.

**5. Competitive Analysis**

**Key Competitors:**  
Investment services like Robinhood, Betterment, and Acorns compete, as do financial literacy platforms like Khan Academy and Udemy (for personal finance classes).

**Competitive Advantage:**  
InvConnectEDU stands apart since it is completely dedicated to students. In contrast to our rivals, we provide a complete solution that incorporates financial literacy, investment management, and tailored advice made for each student's particular financial situation. Additionally, financial planning is simple and accessible thanks to our AI-powered assistant.

**6. Business Model and Revenue Streams**

**Business Model:**  
InvConnectEDU will function as a platform that requires a subscription. While premium services like automatic investing, tailored investment plans, and AI-driven suggestions will be accessible through a tiered subscription model, students can sign up for free to access fundamental financial literacy content.

**Revenue Streams:**

1. Freemium for students with limited access on tools and courses and Subscription charges for premium services
2. Affiliate relationships with lenders and student loan providers
3. Purchases made within the app for individualized financial counseling sessions

**7. Team and Key Roles**

**Team Members:**

* **Shreya Banik (Founder)**: Lead innovator and strategist, focusing on AI-driven product development and innovation.
* **Apurva Chavan (Machine Learning Engineer)**: Develops and optimizes the AI models that drive personalized investment recommendations.
* **Teja Subbanna (Digital Marketing Officer)**: Manages marketing strategies and customer acquisition, leveraging expertise in digital marketing and sales.

**Mentor: Dr. Sula**

**8. Financial Projections and Funding Needs**

**Initial Funding Requirements:**  
To pay for platform development, marketing, and operational expenses for the first year, we project that we will need $100,000 in startup capital.

**Projected Revenue (First Year):**  
Based on a subscription model and a projected user base of 10,000 premium customers, we predict $250,000 in income for the first year.

**Projected Expenses (First Year):**  
A total of $150,000 is anticipated to be spent in the first year on platform development, operating expenses, and marketing initiatives.

**9. Milestones and Timeline**

**Key Milestones:**  
**Prototype Development (Q3 2024):** Finish the platform's prototype, which includes AI integration and fundamental investment modules.  
**Launch of the Beta (Q4 2024): Launch** a beta version of the platform for early adopters, collect feedback, and make necessary improvements.  
**Official Launch (Q1 2025):** Full platform launch, targeting university students across the U.S.  
**100,000 User Objective (Q4 2025):** Within the first year of operation, reach 100,00 active users.

**Timeline:**  
Q3 2024: Prototype Development

Q4 2024: Beta Launch

Q1 2025: Official Launch

Q4 2025: Reach 100,00 active users

**Contact Information**

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