TradeVerse

EXECUTIVE SUMMARY

BACKGROUND

Following the fast development trend of technology, the finance industry is looking for ways to merge financial products and technological features together. Under this circumstance, it is important for current college students who are interested in the industry to apply their classroom knowledges into hands-on practices, which allow them to gain more financial insights before having their first jobs. However, the cost of these practices may be expensive because of these students' identities as novices and the prices of real portfolios. In order to help them acquire more investment experience while lowering the cost as much as possible, TradeVerse is a startup company which develops socially mock trading and investing application. It aims to attract more college students to engage in a competition with peers by investing mock money and making portfolios.

BENEFITS

Targeting the youth market benefits both TradeVerse and the college students. The user-friendly interface and the flexibility of mock money allow college students to make portfolios whenever they want, while gaining more financial insights through the news function and the discussion forum in the application. Besides, compared to other applications in the finance industry, TradeVerse offers the investing experience at nearly no cost that are affordable to college students.

More Specifically, TradeVerse will further differentiate itself from competitors through lowering the threshold of young investors and offering the mock option of investment. This unique function can help TradeVerse stand out from similar applications, in order to attract more donations and sponsorships during the startup stage.

HOW IT WORKS

Routine:

Sign Up. TradeVerse allows students to sign up as an individual user or group users.

Create Portfolios. Users can create their own portfolios in the application, and add shares that they are interested in to watchlist. Connecting with User ID, each portfolio has its own identifier, including essential information such as current invested amount of money, balance in hand, date and time. It also has a connection with the performance of each individual stock.

Trade Stocks. Users have opportunities to trade stocks after creating their portfolios. Stocks belong to different companies, and companies represent different industries. Users are able to search share information in the application, and they can also compare the opening value and closing value of each share through the daily summary.

Optional:

Attend Competitions. Users can register for investment competitions in the application. When a competition is available to participate, user can check relative information such as prize, time, and competition description.

Read News. The news function in TradeVerse present daily news related to each company. It helps the users make better decisions on trade and investment.

Discuss Questions. TradeVerse provides a discussion forum in the application. A User can post questions targeting a certain stock or industry. After the original thread formed, other users can post their answers or bring up follow-up questions under the same thread. All users have opportunities to rate each answer with no time limit.

CONCLUSION & FUTURE POSSIBILITIES

The successful implementation of the application will expand TradeVerse's brand recognition and secure its leading position in the industry. In the future, Universities can use this application to organize campus-wide investment competitions, encouraging more students to research deeply among different portfolios and apply their financial literacy into real-world experience. Furthermore, TradeVerse can collaborate with banks, investment management firms, or other companies in the finance industry, to provide scholarships and job opportunities to those top performers in the competitions. The learning willingness of college students and the solid market of young investors are non-negligible, so it is important for TradeVerse to seize the market before competitors.