



**Earn With Us**

# Stockmaster

## Group Members

- ❖ Yeliz Lüleci (Bioengineering)
- ❖ Zeynep Bozkurt (Business Administration)
- ❖ Mustafa Ergut (Computer Engineering)
- ❖ Mehmet Fatih Göğüş (Electrical-Electronics Engineering)

# Objective

---

- **Problem:** Many novice investors in Turkey lack accessible, user-friendly tools to navigate the stock market.
- **Significance:** This issue affects a large segment of the population, limiting their ability to build wealth and achieve financial literacy. Solving this problem could democratize investing and empower more people to secure their financial futures.

# The solution

---

Our solution is a user-friendly mobile app for novice investors in Turkey. Key features include:

- 1.Educational Resources:** Tutorials, articles, and videos on stock market basics.
- 2.Stock Trading Platform:** Simple interface for buying and selling stocks with real-time data.
- 3.Personalized Recommendations:** AI-driven investment suggestions.
- 4.Community Features:** Forums for user interaction and support.
- 5.Customer Support:** Live chat and email assistance.

This app simplifies stock market investing, making it accessible to everyone regardless of prior experience.

# Existing approaches in the market

---

Existing solutions include:

- **İş Yatırım, Ziraat Yatırım, Garanti BBVA Yatırım:** Geared towards experienced investors.
- **eToro and Robinhood:** Global platforms with user-friendly interfaces.
- **Educational Platforms:** Offer financial literacy but lack integrated trading.
- **Traditional Brokerage Services:** Provide detailed advice but are often expensive and less accessible.

These solutions are often not as beginner-friendly as our proposed mobile app.

# Market size and the opportunity

---

The market for stock market investing in Turkey is rapidly growing, driven by increasing financial literacy and technological adoption.

- **Target Audience:**

- **Young Professionals:** Individuals in their 20s and 30s starting to build wealth.
- **Students:** University students eager to learn about investing.
- **Novice Investors:** People of all ages new to the stock market.
- **Tech-Savvy Individuals:** Users comfortable with mobile apps for financial management.

This diverse audience presents a significant opportunity to democratize stock market investing.

# Business model

---

- ✓ **Earning Money:** We will generate revenue through a freemium model, in-app purchases, and partnerships with financial institutions.
- ✓ **Creating Value:** By offering a user-friendly, educational platform with personalized AI-driven investment recommendations, and a supportive community, we simplify stock market investing for novice users.
- ✓ **Pricing Strategy:** Our app will be free to download, with premium features available through subscription plans. This ensures accessibility while generating revenue from advanced tools and services.

# Competitive advantage and unique selling point

---

- **User-Friendly Design:** Our app is designed specifically for novice investors, offering a simple and intuitive interface.
- **Comprehensive Education:** We provide easy-to-understand tutorials, articles, and videos on stock market basics and investment strategies.
- **Personalized Recommendations:** AI-driven investment suggestions tailored to individual user profiles.
- **Supportive Community:** Features like forums and discussion boards for user interaction and peer support.
- **Affordability:** Competitive pricing with a freemium model, making advanced features accessible at a lower cost.

# Conclusions

---

## **Key Issues:**

- Lack of accessible tools for novice investors.
- Need for financial literacy and simplified investing processes.

## **Key Points:**

- Our app offers a user-friendly platform with educational resources.
- AI-driven personalized investment recommendations.
- Supportive community features and robust customer support.
- Freemium model for affordability and accessibility.

Our innovative app transforms the daunting world of stock market investing into an engaging and supportive journey, empowering every user to confidently navigate their financial future.



# Conclusions

---

- Presentation video link:  
<https://youtu.be/9V3kwXwVIDc>