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Title

StockMaster Business Plan

Instructor

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StockMaster Business Plan

Executive Summary

Our product will be a mobile application that will deliver the opportunity to invest in the stock market to individuals with little or no knowledge of the stock market within Turkey. The key features of the application will include General information and useful tips about the stock market, investing, and behavioral finance for newcomers. A clear and easy graphical user interface for stock trading with data, graphs, analytical tools, etc. AI-assisted investing recommendations about risk appetite, investment objectives, and choices of specific investments from the offered list. Discussion boards and forums in which participants can post, navigate through, and even discuss problems, are all aimed at providing a nurturing atmosphere for learning. In addition to this strong customer services such as live chatting and email support will also be available to cater for any complications or questions that may arise from the users.

Our target consumers are going to be new investors inside of Turkey who are seeking a simple and convenient path in the investment domain, starting with the stock exchange. Young employees and businesspeople ages between 20 and 30 who are looking for investment opportunities as they begin to amass their wealth. Potential investors, especially university students, seek to be informed about investing and handling their finances. First-time stock investors regardless of age have never invested in the stock market or have very little knowledge about it. People of acceptable familiarity use mobile apps for other sectors in their day-by-day life including finance.

There are favorable environments in front of our business and stock market industry in terms of the future. With the increase of Fintech, various initiatives that provide financial education will appear in Turkey, which will cause an increase in the number of people looking for opportunities for investments, as well as an increase in the demand for trading platforms that are easy to use and approachable. Future developments in technology will further allow for frequent updates in our apps to add more specific features such as incorporating complex AI tools to give tips on investments and upgrading the security of the application. Karaömer (2021) states that Turkey's stock market will increase as the country has improved its economic reforms and policies on investment. In turn, this should lead to a greater number of platforms catering to individual investors and, by extension, our application. Options for investing as well have been liberalized across the world to open the market to the public. As many have little knowledge about the workings of the stock markets, and due to the tendency to simplify the process of investment, many new investors will be part of our core market.



Product/Service Description

We will be in the financial technology or fintech sector, our main offering would be creating and offering a mobile application that allows people in Turkey to invest in the stock market easily. The primary target audience will be motivated by focusing on creating a safe, informative, and enabling environment for new investors to access and engage in stocks. Our target market audience will be young business professionals and individuals in the age bracket of 20-30 years who might be planning to invest for the first time; university students who want to learn about investments and gain some practical experience; first-time investors have no experience in stock trading but willing to start it and the prospective investors, coming age in the era of mobile applications as primary tools for managing their day to day needs.

The primary benefit that we will be delivering is the democratization of share trading in the Turkish market through an easy-to-use, teachable, and encouraging mobile application geared toward entry-level investors. Here, at Stockmaster, we have everything you need to start making your investments smarter as well as get through the commonly confusing stock trading process through educational content, an intuitive trading environment, customized investment advice under Artificial Intelligence analytics, and friendly online communities where shareholders learn from peers. In essence, demystifying investing and investing to be as easy as possible and not outside the ability of anybody to understand and be capable of handling the investment destinies that we have in front of us, we assist individuals as they manage their destinies.

Our most valuable resources and competitive advantages are our expertise and knowledge of the financial technology industry in Turkey as well as the major needs of new entrants to stock trading. The obvious factor that will lead to the success of the proposed company are ease of use of the platform because the application will be designed to allow the users to trade on the stock exchange without requiring them to necessarily have prior knowledge on trading matters. Education is one of our top priorities, ensuring the constant improvements and updates of the stock trading and investment materials such as tutorials, articles, and videos that increase the user's confidence and trust. Koestner et al. (2017) argue that education and mistakes made can be learned and improved through retraining. By utilizing such an approach that is based on AI technology, we provide users with the most suitable recommendations regarding the investment while also considering the client's preferences, capital, and risk profile, which ultimately can increase the interest and popularity of the application.

Social interactions are easily facilitated through location-specific as well as interest-based groups, whereas the customer support section boasts of live chat support in addition to email assistance. We will also occupy the deserved place on the market and among competitors, acting



following the principles of further improvements, which means updating the app with more tools and features to fit the current needs of users. Kırankabeş and Başarır (2012) conducted an empirical analysis of the relationship between stock market development and economic growth in developing countries, specifically focusing on Turkey. The focus on the Turkish stock exchange market creates the opportunity for delivering services that will meet all Turkish investors' expectations. Furthermore, the services that we provide are slightly cheaper as compared to some of our rivals, thereby making our service not only effective and efficient but cheap as well. This is due to some strengths and competencies we hold to enable us to deliver strategic and operational value to lure users to our platform, hence enabling us to operate the business with effective efficiency in the competitive world of fintech.

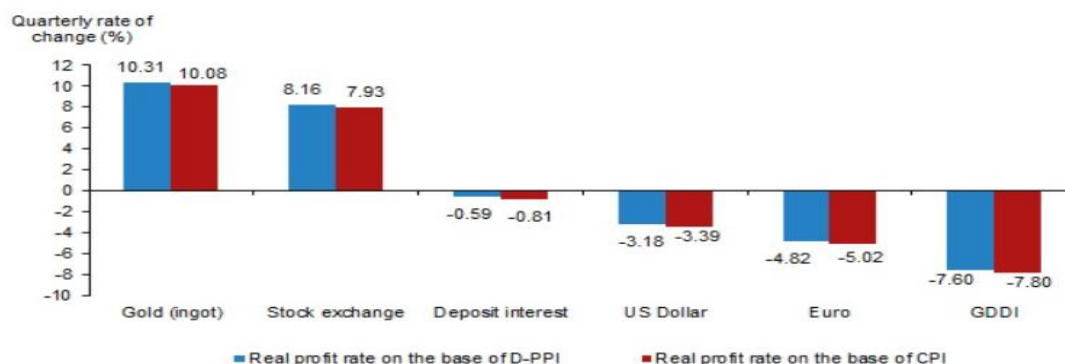
The apparent edges over competitors lie in the clean minimalist interface designed with the user in mind, extensive original articles, tutorials, and movies, an AI-powered recommendation engine that tailors' suggestions to an individual investor's profile, and an active community with sharing of tips in public and/or private fora. Our business adapts to the needs of consumers through constant updating of the app, and our operational cost is slightly lower to make investing accessible. This extensive knowledge of the Ankara Stock Exchange provides us with the opportunity to meet the local clients' needs. But the market entry barriers are high in both countries, there are several regulatory issues involved in this business, and we have to depend on advanced technology, for building up the brand image we have to spend a lot of money, and the financial literacy level of Turkey is not so high. Despite this competition, the strengths we possess are seen in the financial technology industry today.

Industry / Marketplace Analysis

We are a newly established business organization that operates in the financial technology (fintech) sector, with particular interest in the stock market investment niche. This is a rather fast developing one due to the expanding digitization of services and products, the emerging saving culture among people, and the desire for individual investment. In the short run, it is expected to observe further growth in the use of fintech products in stock trading due to crowds' increased demand for innovative, convenient, and cost-effective solutions. It can be therefore expected that innovations like the use of artificial intelligence and machine learning will be integrated with fintech platforms to make them more efficient and easier to use.



The quarterly real profit rates created by means of financial investment, April 2024



Real profit rates of financial investments in Turkey for April 2024

Figure 1

The table, Figure 1, from TÜİK, represents the real profit rates of different types of financial investments in Turkey. Such investments comprise gold/bullion, stocks, deposit interest, dollar, Euro, and GDS- Government Domestic Debt Securities. Actual profit rates are given on the domestic producer price index (D-PPI) and consumer Price Index (CPI). The data suggests that gold and stocks came out to be the resources with real return rates higher than any other investment while deposit interest, US Dollar, Euro, and GDS had negative real return rates. Another type of capital market investment that is popular with investors owing to high returns is the stock market in Turkey, also referred to as Borsa Istanbul. It explains how and why it is possible to get a positive real rate of return against the inflation rate in the stock keeping a long-term perspective and the major demographic groups that invest in the stock market are young and middle-aged individuals. In this table consolidated funds have the second highest real return rate of 8 % after gold with stocks performing slightly better.: 7% on a D-PPI/ volume basis Industry practice: 16% on a D-PPI basis because D-PPI expenses are a measure of volume, while handling charges are a fixed cost. 93% on a CPI basis.

In the long run, we expect the continuity of the expansion of fintech services into the existing financial practices and make the financial services package more holistic. A leg issuances environment is predicted to possibly change to capture and supervise the expanding fintech industry whether as an advantage or disadvantage.

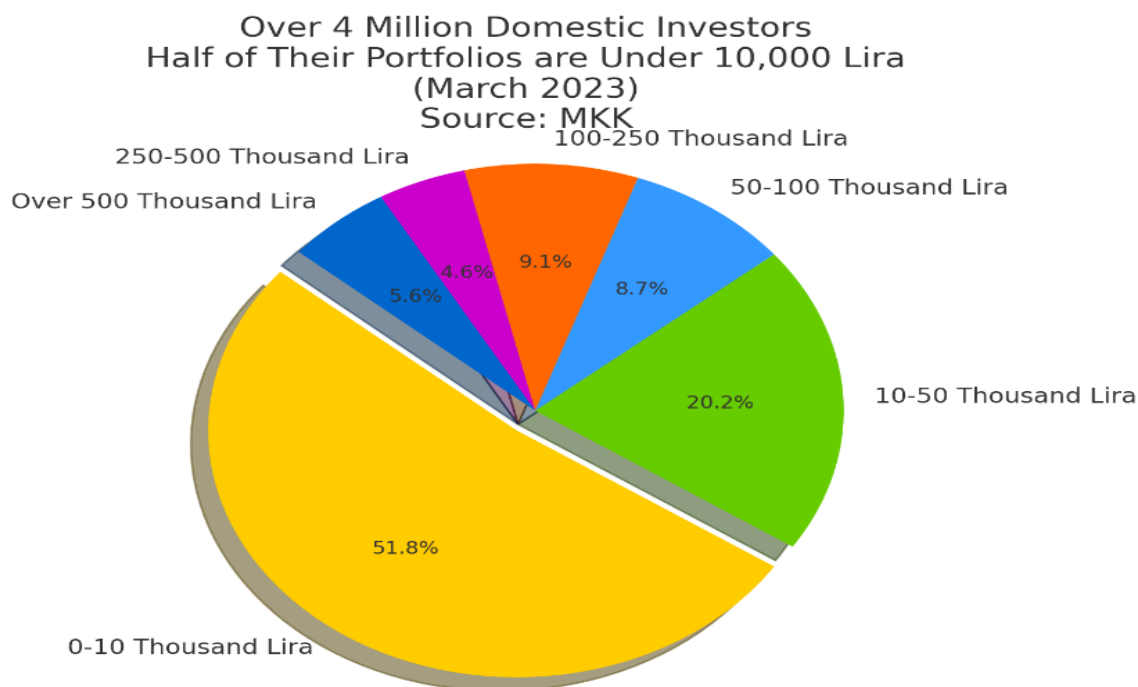


Figure 2

The chart, Figure 2, visualizes the distribution of portfolio sizes among over 4 million domestic investors in March 2023, highlighting that half of them hold portfolios under 10,000 Lira. Overall, the changes identified are quite favorable to the structure and organizational capabilities of our company, noting that we have a strong continuous innovation policy, extensive user education programs and unique service offerings tailored to individual client needs. Since the core of our strength is in the disciplines of software engineering and knowledge of regulatory environments all over the globe, we can continue being ahead of the change and directing our maneuvers effectively towards the path of growth and competitiveness.



Figure 3

The table, Figure 3, shows the MKK Capital Markets Data as of June 4, 2024, including the total value of securities, the number of investors, accounts, equity issuers, mutual funds, and various financial instruments. The following main political, social, and economic trends in Turkey may enhance or challenge our business in some ways: The popularity of mobile applications as a financial platform has increased and this is a good sign because the people of Turkey have adapted to this easy and convenient way of carrying out various financial transactions which open the door for us to attracting technologically advanced people to buy stocks from our easy to access and use applications. The increasing tendency of people in Turkey to be finance literate decreases the restriction of the limited number of potential customers and increases the need for financial education and simple investment products.

Technological developments ongoing in the app's current stage such as artificial intelligence and machine learning enable us to upgrade the app to provide counsel in investment based on user's suitability, setting our app apart as unique and positioned with state-of-the-art capabilities. However, the rapidly growing Turkish fintech legislation brings about compliance challenges because they are more costly and complex than their stability makes them suitable for the user. Despite the potential increase in competition in the rapidly advancing fintech industry of Turkey, such competition can be pressuring but also useful in making the necessary progress in our services. User investment decisions can be influenced by the Turkish economic environment possibly due to the prudent financial indication when the financial situation is not so good to invest. Thus, the utilization of the above trends will result in positioning the platform as a popular one in the context of the Turkish stock trading market, and the consideration of specific opportunities and threats. In Turkey, our main competitors are the traditional financial and investment companies, such as İş Yatırım, Ziraat Yatırım, Garanti BBVA Yatırım; and new generation global companies such as eToro, and Robinhood. Although these firms provide a lot of services in investment, our product stands out from others by providing services including easy-to-use GUI, educational tools, AI and personalization, and social integration. Also, it is strategically positioned at a slightly lower fee as compared to other investment advisory firms to increase the accessibility of investing for newbies in Turkey.



Operational Details

Our mobile application will be well-planned, created, and managed by a strong team of software developers, UI/UX designers, and financial specialists. Having a centrally located in-house development team in Istanbul, Turkey, our team will align well to offer users a smooth interaction within the application and strong performance. Software developers will be responsible for writing, compiling, and deploying the application, promptly incorporating real-time stock quotes, as well as adopting recommendation algorithms that will be unique for everyone. UI/UX designers are always concerned with how users are going to interact with the app, and they will work towards optimizing how the app looks by arranging the layout, color, and other components of its shells to make the shell easily understandable. While financial specialists and analysts can offer valuable financial content and funds advice for education, they will also be vital in establishing accurate finance educational materials and improving the algorithms used to present recommendations to users. There will be daily, weekly, and monthly activities needed to fix issues arising from user feedback and the market after launching the app, ensuring competitiveness and customer satisfaction. Furthermore, by incorporating certain sources of stock market feed from reputable financial data providers, Updated stock market data will always be available to users. There will be a customer support team of professionals that will be available to help the players through different methods such as live chat, email, and an in-game support center. Market promotion is also going to include digital marketing and social media advertising, cooperation with financial influencers, and informative webinars to engage the audience and maintain the constant influx of users. The Turkish financial regulations must be met and so must the security system; needing constant audits and improvement for the standard to remain high. This extensive plan is important to successfully develop and maintain the process of creating our mobile application and provide the user with a reliable application that is designed to assist them in making the best decisions concerning the stock market to invest in.

Human Resources:

*Mobile App Developers (iOS/Android)	*Backend Developers	*Database Administrators	*UI Designers	*UX Designers
*Financial Analysts	*Investment Advisors	*Content Writers (Specializing in	*Customer Support Agents	*Technical Support



		Finance)		Specialists
*Digital Marketing Managers	*Social Media Managers	*Content Creators	*SEO Specialists	*Analytics Experts
*Compliance Managers	*Regulatory Compliance Specialists	*Administrative Assistants	*Office Managers	

Key Partners:

*Borsa Istanbul	*SPK	*MMK	*Banks	*Brokers
*Payment Process	*Artificial Intelligence Company	*Education Institution	*Bloomberg	

Marketing Plan

As part of our detailed marketing plan in our overall marketing plan we effectively reach out to a large number of prospective investors within Turkey, who have little or no prior experience in entering into the stock market and therefore, may feel initially apprehensive about it. Our primary focus lies on three distinct yet interrelated segments: those who are in the initial phase of their working life, the college-going students who are keen to learn about investing and building their wealth, and people of different ages and profiles who are fresh into investment market and seeking ways to grow their savings. Young people, who are in their early working years generally aged between 20-30 years and sometimes up to 40 years are financially established, meaning that they are starting to save and build future wealth for themselves. Moneywise, they are ambitious, career-focused people who are all aware of the fact that the earlier one starts saving the better. Through our mobile application, they can search for investment opportunities in a manner that is easy to access and efficient – hence they are ready to shape their destinies financially speaking.



More than 70% of the Total Portfolio Value on the Stock Market is in the 35-65 Age Range
(March 2023)
Source: MKK

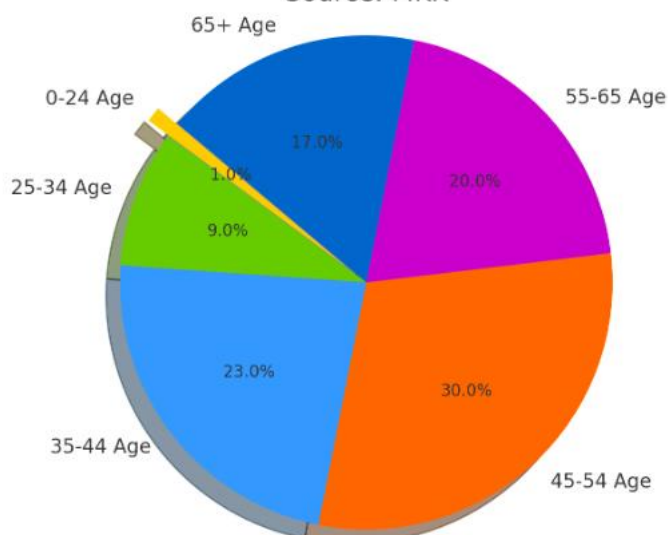


Figure 4

The chart, Figure 4, from MKK, visualizes the distribution of portfolio values by age range among investors, indicating that more than 70% of the total portfolio value is held by investors aged 35-65. University students are a special segment of consumers that can be found in the specified target market that is described by curiosity, ambition, and passion for learning. This is why learning about financial management depends on the willingness of students and, indeed, many are interested in understanding how to invest money and gain real experience in this area. Their requirements are met with several educational materials and a user-friendly platform that enables them to invest in useful tips and resources as they continue with their education. Further, we also work with investors of different age groups who have minimal knowledge of stock markets but have an interest and desire to invest in a stock market to supplement or, in some cases, build wealth for the future. They may be of different age groups, statuses, nationalities, and occupations, but all of them have one thing in common: the wish to be on top of their financial situations and aim to acquire financial prosperity soon. For them, our platform provides a friendly and informative space where they can discover investing and despite not being fully educated on the topic, they will receive recommendations or activities in the community that will help guide them when making their investment decisions. Regionally, our target market comprises the entire Turkey In focus, we target large cities, where the population shows higher literacy with technologies, and more access to financial solutions such as Istanbul, Ankara, Izmir, and more. It is possible to achieve marketing objectives within set time frames by adopting specific marketing strategies and comprehensive action plans for each target market segment to provide them with an inclusive and engaging environment where they can easily and confidently invest in the stock market.



Kılıç (2020) explores the applicability of the Adaptive Market Hypothesis in the context of the Turkey stock market, providing evidence that market efficiency can vary over time in response to changing market conditions. As mitigation, in our distribution strategy, we incorporate online and offline methods to ensure that we reach out to the target customers and distribute the mobile application. On the digital front, we will make the recovery app easily downloadable from the Apple App Store or Google Play Store while we will create an informative website for users to download the app directly and we will provide access to many apps and sites that are educating the public as well. The usage of social networks as the primary promotion channels is used here because advertisements and viral content will help bring a lot of downloads. To complement this will also incorporate email marketing where we will have a direct way of reaching the targeted audience and giving them constant updates and perhaps rewards for using the app. The use of printed media and other online platforms will also be deployed during the offline mode of operation through conductance of events, workshops, and seminars with an emphasis on financial literacy, advertisements in the traditional media, as well as engaging the key partners including the major banks, universities, and other institutions to reach to as many people as possible through word-of-mouth advertising. Furthermore, a referral program helps increase the chances of word-of-mouth marketing as people are close-mouthed about recommending a product. By enhancing an MMA approach to multi-channel distribution, we will try to reach more people and attract them to the app, which helps people enter the field of stock market investing.

In setting the price for the mobile application, a value-based pricing model will be used to focus on the amount and type of value that the application provides within the marketplace. This involves the determination of the perceived value of our app by defining the confidence level of expected returns such as a developed user-friendly interface, individualized investment advice, vast detail on investment products, and real-time market data. Also, the competitive analysis of the prices of similar products and services will be conducted to accurately peg the prices of the products being offered by the Turkish fintech firm. Overall, recognizing how customers value the benefits we offer and their ability to afford our price will enable us to set the right price that will let users continue to use the product while at the same time supporting the company's profits. In case of a lack of application fees, the following revenue models shall be adopted to provide sustenance to the business and also to ensure that the end user is provided with the best app experience freemium, in-app purchase, advertisement, or partnership models.

In this particular part of our marketing mix, we embark on a broad promotional technique to cover as much ground as possible to have a large clientele base of people who regularly use our mobile application. Digital advertising stands as the key foundation with carefully selected and directed campaigns towards social media sites of Facebook, Instagram, Twitter, and LinkedIn to target specific age groups. SEM strengthens our presence across Google using the ads reaching the site and application store profits. Also, display advertising and retargeting help us to extend our presence across websites and mobile applications that are related to or share the



interests of the audience with us. However, social media, online video advertisements, and other digital media outreach can be supported by more conventional means like newspapers, radio, and television. This is crucial where service offerings take the format of content marketing where we have blog articles, articles, and videos embedded in our externally accessible online resource to create awareness and engage the online fraternity. Additionally, content sharing along with influencers and collaborations with niche businesses expands the influence of the organization even more. As a result of this, strategic development of publicity ensures that higher promotion is achieved by utilizing inexpensive publicity tools such as public relations and the involvement of the community. Through using modern forms and traditional forms of advertising alongside strategic partnerships and while ensuring that we adopt the methods of spending the least amount of money on the promotion of the mobile application, we intend to promote it since the money that is spent on advertising the mobile application will yield much more returns.

Risks

When starting the process of entering the new sphere, specifically the Turkish fintech market, and launching the mobile application in the market, we foresee various and numerous risks that may have an impact on our endeavors. When it comes to some of the basic concerns that companies that seek to operate internationally need to consider, one of the key issues that stands out is the regulation issue due to the dynamic nature of the financial regulations. Compliance with such standards must remain an ongoing process that actively manages legal exposure regularly to avoid any unexpected legal vicissitudes. Security risks are ever present and therefore require effective measures to mitigate against possible loss of the users' information and insecurity of the platforms. Another problem that comes with the presence of finance applications is that the nature of financial markets is highly unpredictable and depends on different variables, so investors might be influenced by a recession or other fluctuations, which would ultimately reflect on the usage of the application. Besides, competition has been observed to be stiff within the fintech sector, and hence to be more effective, teams must differentiate and find their space in the given market. Other risks involved with technology include software glitches and problems with scaling the technology up or down. Aktas and Oncu (2006) state that the matter of increasing user engagement and loyalty, especially from newbies, comes with its difficulties—asking for clear interfaces and educational tools. The issues of financial sustainability when markets and their fundamental forces and other such factors add more clarity as to why the strategies have to be well thought out and need change from time to time. By anticipating such risks, we can assure that during our journey, we will minimize possible losses, and set out a course towards stable and continuous success in the Finnish context of the fintech market.

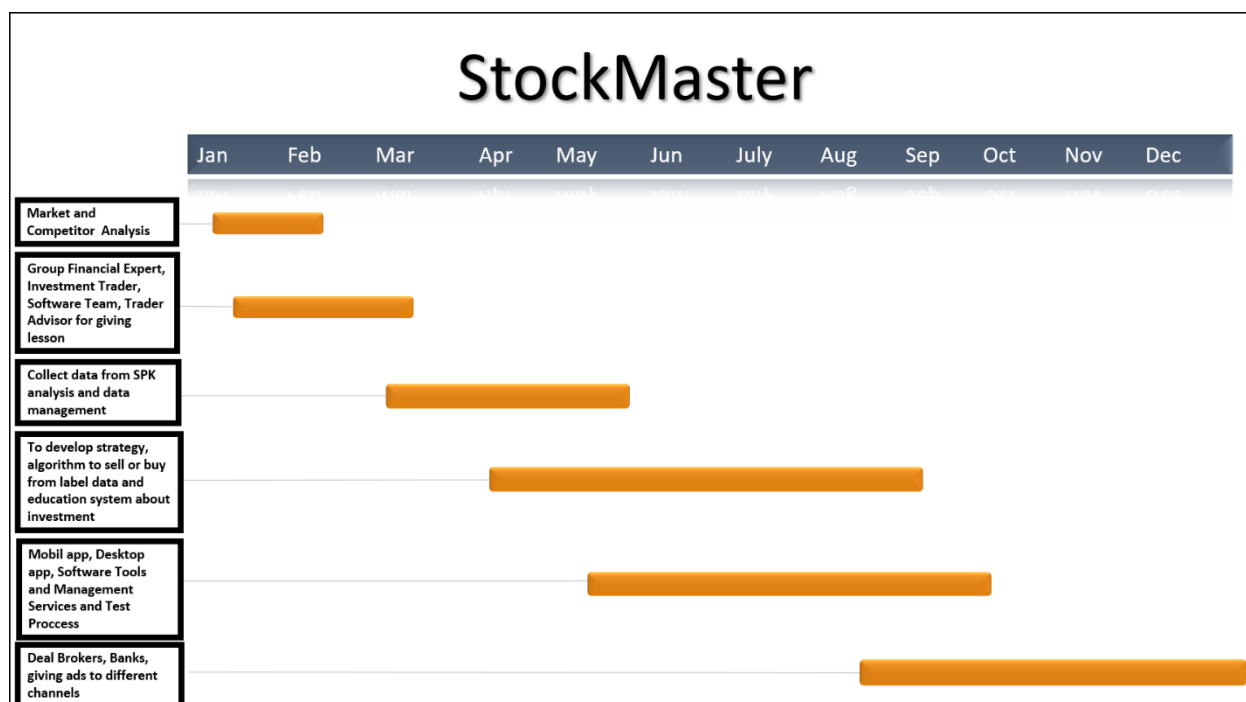
Since this will be our first digitally native product being launched in the Turkish fintech market, there are inherent risks and challenges that we stand to face, the following are the



mitigation measures that we have identified for the project: We first adopt robust compliance with legal and Financial regulations and in this respect, we make it our policy to always update ourselves on any new law or rule we feel might affect our financial business or consult legal professionals to help us constantly. Najafi (2024) argues to enhance security for consumers' information and the platform, sound security measures will be put in place to prevent malicious attacks, and recurring security checks to review security flaws. This will help reduce vulnerability to market volatility, and diversification in the sources of revenues and investments, along with providing timely instructions to the users in situations where the market is unstable. The threat of competition will be addressed by focusing on how the firm is unique and can create a niche through differentiation in features, user experience, and customer service.

It's important to note that some technical obstacles will be mitigated by sound software development practices, as well as the application of freshly acquired technologies and solutions. App development and interfaces will also be suitable for new users to use and cultivate long-term user loyalty by defining educational materials and other retention programs. that anticipates, controls, and continually evaluates financial performance data to maintain financial sustainability. Finally, managers of change, flexibility, and adaptability will be crucial for responding to the difficulties existing outside the company and having contingencies to prevent negative results. By taking such steps, it will be easy for us to overcome the risks and challenges hindering success and guarantee success in the Turkish fintech market in the long run.

Timeline





Conclusion

In conclusion, the mobile application of our fintech company in the Turkish market of financial products has the potential to help the users learn about the stock market and to equip them with the necessary tools that can be helpful in this aspect. In line with this, to ensure that the business is well-developed and operational, we have created a well-articulated business plan that encompasses areas such as product differentiation, market identification, marketing approaches and measures, and evaluation of risks. For instance, the stock market information and education materials fit our key audience, and we strongly believe that the proposed mobile application will meet an important need in space. Looking ahead to the future, it is important to take into consideration the risks and adverse effects associated with, for example, regulatory measures, cyber threats, fluctuations in the market, and market competition. But we know how such unfavorable circumstances can be addressed by setting up effective and efficient action plans, controls, constant monitoring, and evaluation, as well as quicker adjustments, especially when the market environment changes.

In the end, we envision being an online source of information and investment guidance capable of providing novices and small-scale investors in Turkey with accessible and valuable information to aid them in reaching their investment targets. Thus, the strategies of creating an understanding platform and providing extra services as well as desired educational materials will help us maintain user interest and engagement over the long run, enabling us to retain our status as a major player in the Turkish fintech market. With effort, creativity as well as passion, and client in mind, we can create a positive impact with our mobile application and consequently make a positive leading change in primary users of the product.

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Appendices

