



# TROUTWOOD

# Media Kit

2022 - 2023

# Who We Are

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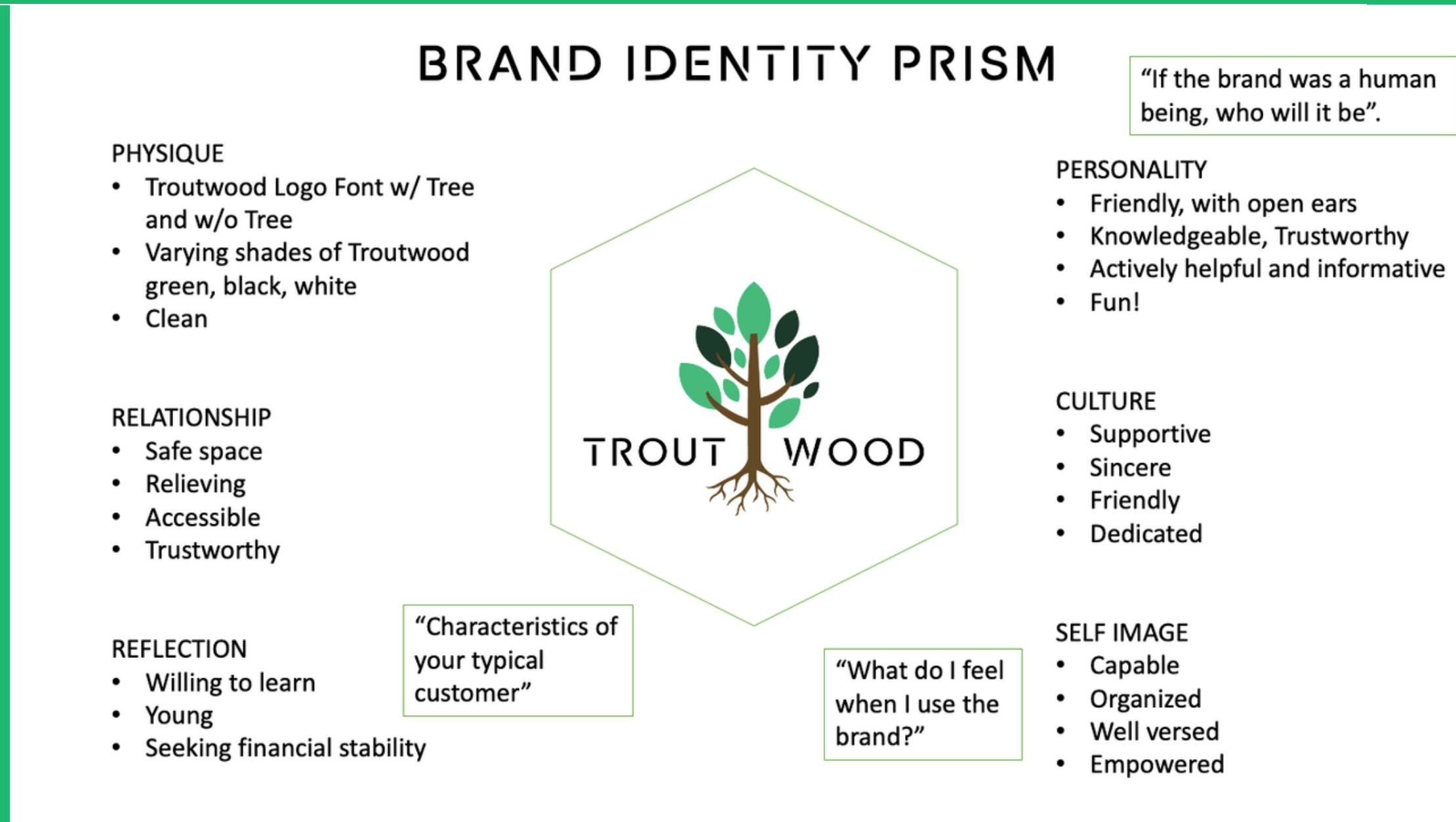
Mission: Troutwood seeks to close the "Wealth Gap" by providing software that empowers individuals to learn how to build, implement, and successfully execute a plan to achieve financial freedom.

**Safe. Authentic. Appreciated.**

# The Kepferer Brand Identity Prism

"The Brand Identity Prism is a concept developed in 1986 by Jean-Noel Kapferer, a professor of marketing strategy. The Brand Identity Prism was a major contributor to our understanding of the role of storytelling in branding. It remains an indispensable aid for businesses looking to reinforce their brand in ways that are consistently reflective of their origins and core values."

- Physique - Physical Characteristics
- Relationship - How do we retain a healthy relationship with our customers
- Reflection - Who we want our customer to be
- Personality - Our Voice, The Brand's Human Characteristics
- Culture - How a company lives its mission day-to-day
- Self Image - Customer's Ideal Selves



# Our Products

- **The Troutwood App:** Create your first financial plan.
- **The Troutwood Map of the Market:** An interactive stock market map
- **Finulator:** A financial life simulation game.
- **Finglish:** Translations of finance terms into more plain english.
- **Buy Sell Hold:** A stock market simulation game - play against the market.
- **Time Portal:** A calculator that shows past returns of the S&P 500 stock market index over given periods of time.

Overall: Financial simulations, financial planning, and investment education.

# Our Target Audience

High school students, college students, early professionals -  
the earlier we can reach people the better!  
(Gen Z)

# Our Sales Funnel

**Problem:** Not enough people are financially literate and therefore able to take actionable steps to prepare for their financial future.

**Solution:** Troutwood provides financial tools to help you plan for your future and understand your finances.

**Result:** Have ownership of your financial future and peace of mind.

Not everyone grows up with a Wall Street Journal on the kitchen table. Troutwood provides software that empowers individuals to learn how to build, implement, and successfully execute a plan to achieve financial freedom.

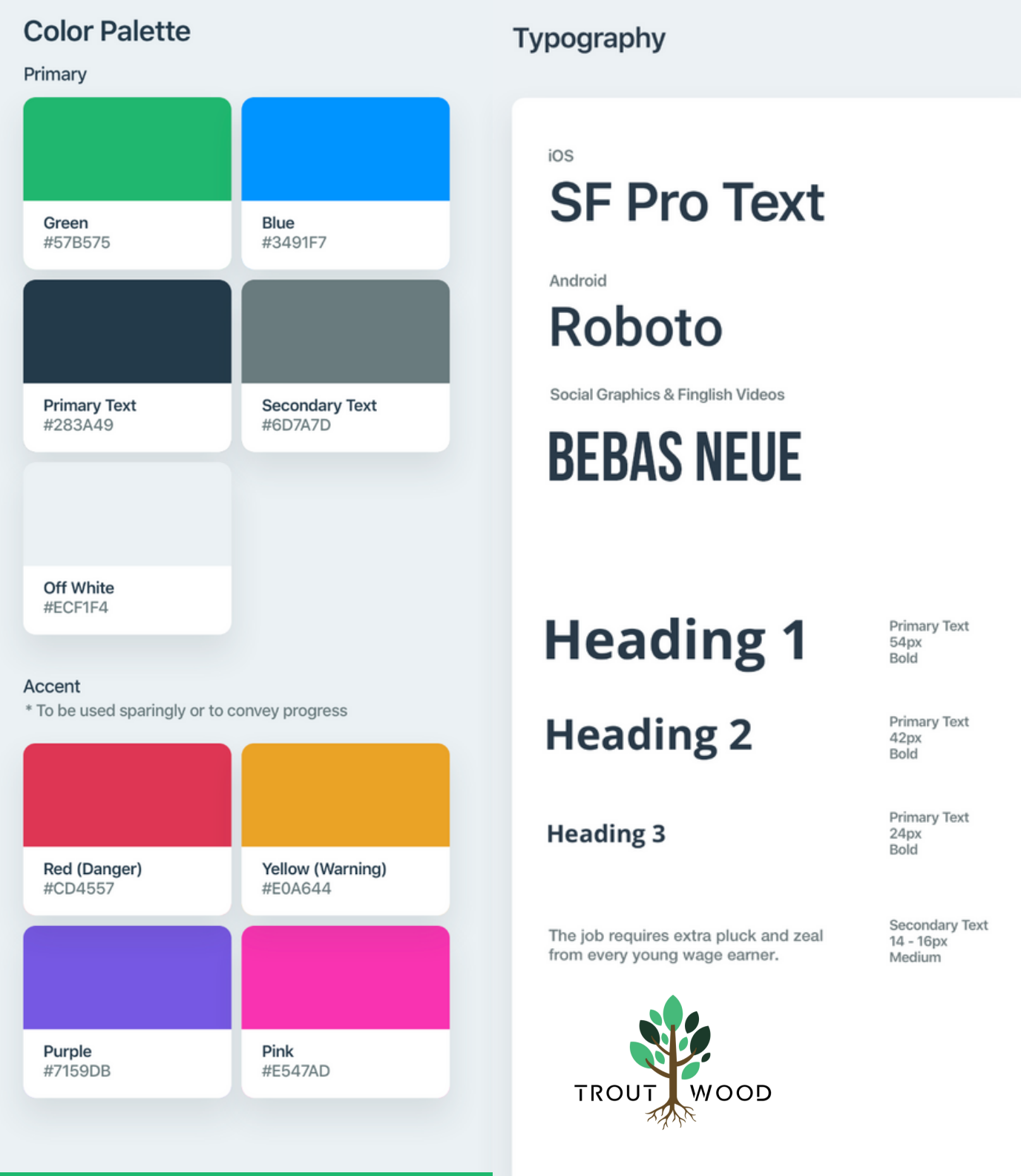
# Logos



TROUTWOOD

TROUTWOOD

TROUTWOOD



# Our Brand Identity

The physical aspects



# Website & Socials

**Instagram: @troutwoodapp**

**Twitter: @troutwood\_app**

**Facebook: @troutwoodapp**

**LinkedIn: /company/troutwood**

**Youtube: @troutwoodapp**

**Podcast: "Watching Trees Grow" on all podcast platforms**

Website: [www.troutwood.com](http://www.troutwood.com)

Blog: [www.blog.troutwood.com](http://www.blog.troutwood.com)