

# Product Vision Document

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## Product Name

Risk Profiling & Suitability Engine

## Problem Statement

Clients and advisors face challenges in aligning investment products with client risk appetite, goals, and regulatory requirements. Manual processes increase risks of mis-selling, compliance breaches, and reduced trust.

## Target Users/Market

- Financial advisors
- Wealth management platforms
- Clients / investors seeking personalized investment recommendations

## Vision Statement

To deliver a robust, compliant, user-centric Risk Profiling and Suitability Engine that ensures financial advisors and wealth management platforms recommend appropriate products aligned with clients' financial goals, risk appetite, and regulatory requirements.

## Goals and Objectives

- Automate and standardize risk profiling and product suitability checks
- Ensure regulatory compliance (e.g., MiFID II, Reg BI)
- Build client trust by reducing mis-selling
- Enhance advisor efficiency and decision-making
- Provide transparency with audit trails and override workflows

## Unique Value Proposition

- Integrated risk assessment and suitability checking workflow
- Dynamic questionnaires and configurable scoring models
- Real-time product filtering before recommendation
- Transparent audit trail and override workflows for compliance review

## **Key Features**

- Dynamic and configurable risk questionnaires
- Automated scoring and classification engine
- Real-time product suitability filters
- Audit trails for compliance review
- Advisor override functionality with justification
- Integration-ready APIs for wealth management platforms

## **Success Metrics (KPIs)**

- 95%+ accurate risk classification
- 100% product suitability checks before recommendations
- Positive feedback from advisors and clients on usability
- Zero compliance breaches in live usage
- Increased advisor efficiency measured by reduced onboarding time

## **Assumptions & Constraints**

- Assumes advisors and platforms will integrate the engine into existing workflows
- Assumes regulatory requirements remain stable with minor updates
- Constraint: System must handle large-scale concurrent users with low latency
- Constraint: All data must comply with GDPR and other regional data protection laws

## **Stakeholders**

- Product Owner
- Financial Advisors
- Compliance Officers
- Wealth Management Platform Providers
- End Clients/Investors
- Regulatory Authorities