Product Vision Document

# 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