



Presented by: Capricious  
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# What is Finformant?

- Quick News provider
- Summarized for your convenience
- Easy-to-understand Equity view
- Build your trading community
- Get the best Advisors to learn from





# Why Finformant?

- Newsletters: This is our condensed news cards for time efficient news delivery
- Vote: Helps us deliver the 'made for you' content
- Community: Learn and share
- Help: Seek advisors for professional help to trade successfully



# Facts about HK

- 57% of adults are share investors
- 31% of adults invest in cryptocurrencies
- COVID-19 pandemic significantly spurred people's interest about trading
- 1/3 of retail investors base their investment decisions from tips in Social Media





# Research and Development

- Advanced Analytics (as a Service)
  - a. Anomaly Detection
  - b. Stock Price Prediction
  - c. Portfolio Optimization
- User Feedback (Optimisation)
- Data sourcing (APIs)
- Marketing





# Competitive Analysis

Features	Capricious	Yahoo Finance	Finimize	Bloomberg
a. Newsletters	✓	✓	✓	✓
b. Community Recommendation and chatrooms	✓			
c. Mentorship program	✓		✓	
Price:	Freemium	Free	Paid	Freemium



# Business Goal

1. To provide a simplified one-stop destination for young investors to get relevant information about stocks.
2. Provide guidance to the young investors by providing forums where they can communicate opinions, and seminars where industry experts can share expertise.

Target Market: Young Investors

Market Size: Millions (Start with Hong Kong Market)

Marketing: Social Media, University Programs





# Business Model

Sources of Revenue :

1. Directed Advertisements
2. Adsense
3. Premium Features
  - a. Advanced Analysis such as Anomaly Detection, Portfolio Optimization
  - b. Purchase credits to communicate with industry experts
  - c. Possibly provide APIs for the advanced analytics





# Business Model

Costs:

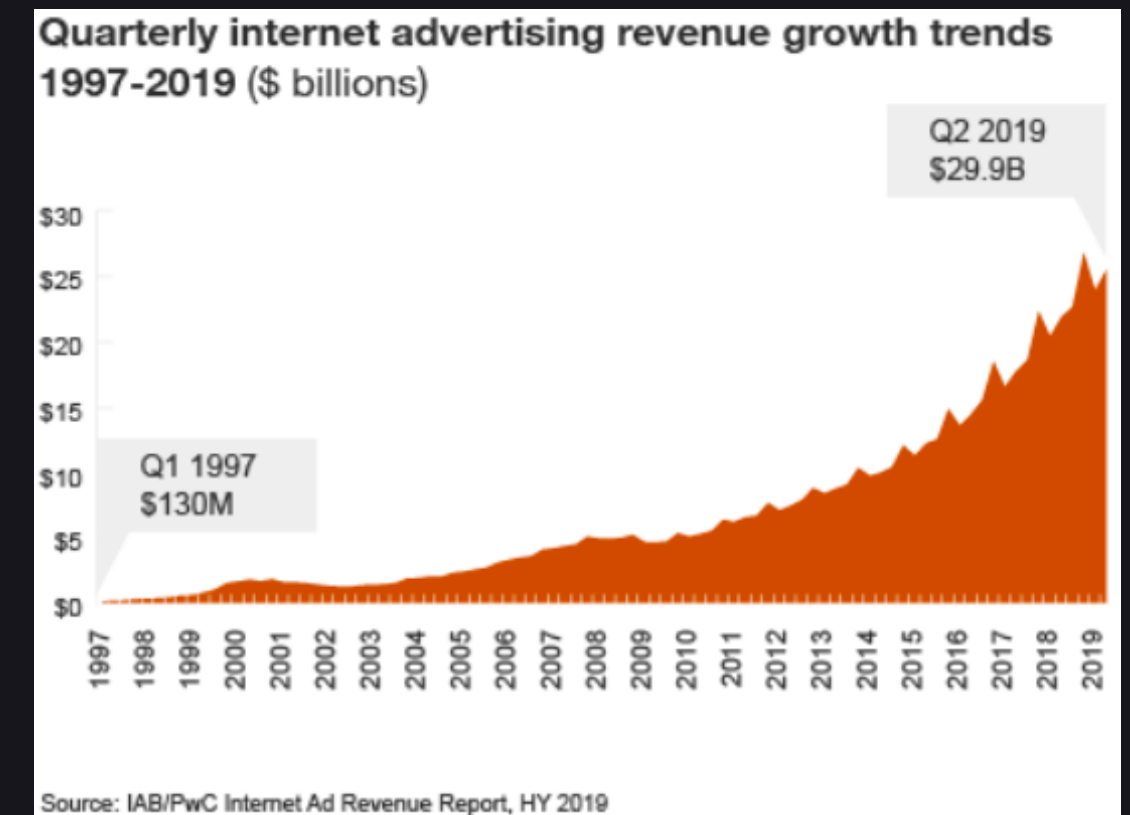
## 1. Customer Acquisition Costs

a. Marketing the site

b. APIs (Currently only have limited access to data, limited number of calls, and need certifications)

c. UI/UX

## 2. Recruiting Mentors





# Project Schedule

Q1	Q2	Q3	Q4
1. Develop UX/UI 2. Embed/APIs	1. Test Run 2. Get Domain 3. Recruit Mentors	1. Analytics R&D 2. Financing 3. Marketing - Ads	1. Final Prototype 2. SEO 3. Marketing



# Team

- Onasis Melchior Jeyakumar (Leader) - Pipeline
- Lee Kai Zheng - UI/UX developer
- Pranav Gupta - Backend developer
- Bolisetti Sree Vamsi Krishna - Backend developer



# Thank You

Team Capricious

CityHack2022