# SimpliFinance Project Outline

## Problem:

Simplifying the complex process of performing market research and stock valuation for individual investors and small businesses.

## Why:

The world of finance, particularly market research and stock valuation, is often seen as complex and inaccessible to those without a strong financial background. This complexity can lead to poor investment decisions, financial losses, and missed opportunities for wealth growth. Simplifying these processes is essential for empowering more people to make informed investment decisions, which can contribute to overall economic well-being and financial literacy. For companies, it can mean better access to market data and insights, leading to improved strategic decisions. Personally, it’s a mission to democratize financial knowledge and tools, making them accessible to everyone, not just financial experts.

## Success:

Success for SimpliFinance means providing users with accurate, easy-to-understand market research and stock valuation insights that lead to better investment decisions. The Key Performance Indicator (KPI) is the improvement in user investment performance and satisfaction ratings, measured through user feedback and investment outcomes.

## Audience:

The primary users of SimpliFinance are individual investors and small businesses who lack the expertise or resources to conduct thorough market research and stock valuations. Their pain point is the overwhelming complexity and time-consuming nature of these tasks, which hinders their ability to make informed investment decisions.

## Potential Solution:

SimpliFinance will leverage a combination of real-time financial data, historical market data, and sentiment analysis from social media and news sources. The project will use Retrieval-Augmented Generation (RAG) to provide contextually relevant information and insights.

## Sharing:

The project will be shared within online communities of individual investors and small business forums, such as Reddit's r/investing and LinkedIn groups focused on finance and entrepreneurship.