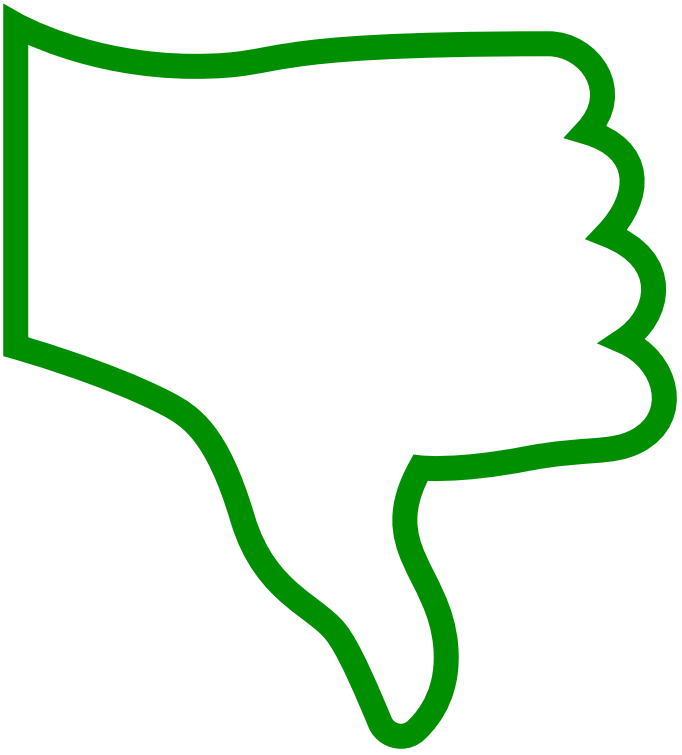
1. Curated feeds would eliminate users being overwhelmed by choices

2. Data would be presented in an easy to digest news feed

1. Doesn't explain investment strategies

2. Requires users to have a basic understanding of how to use investment tools



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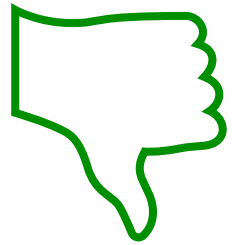

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Excitement Level