

6 x 9



Investing as a social media platform.

Millennials take to social media sites like Instagram for advice on lifestyle topics such as nutrition, fashion and food. In order to humanize the often quantitative subject of investing, women could follow top female investors, see their portfolios and learn from their investment decisions.

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