FinLearn Hub - Company Knowledge Document

Company Overview

FinLearn Hub is an education technology platform dedicated to democratizing financial literacy in India. Founded in 2021, FinLearn Hub bridges the gap between financial theory and real-world application through structured, practical, and mentor-driven learning programs.

We specialize in personal finance, investing, and wealth management education, helping learners gain confidence in managing money, building portfolios, and understanding markets.

Mission: To empower every Indian to make informed financial decisions through accessible, high-quality financial education.

Vision: To create a financially literate nation where individuals can achieve financial independence and stability by applying sound money management principles.

Target Audience:

- Working professionals aged 25-45
- College students entering the financial world
- Independent investors seeking to enhance their market understanding
- Homemakers looking to manage household finances effectively

Core Offerings:

1. Expert-curated video courses
2. Live mentorship sessions
3. Community discussions and weekly market insights
4. Certification and career assistance for finance learners

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1. Financial Planning Mastery

Duration: 6 Weeks | Level: Beginner to Intermediate | Instructor: Riya Mehta, CFP

Overview:

This course helps learners build a complete understanding of personal financial management - from budgeting and savings to retirement planning. It emphasizes real-life planning frameworks rather than just theory.

Modules:

1. Fundamentals of Personal Finance

2. Understanding Income, Expenses, and Cash Flow

3. Setting Financial Goals and Prioritization

4. Insurance and Risk Management

5. Retirement and Emergency Fund Planning

6. Creating a Personalized Financial Plan

FAQ:

Q: Do I need prior knowledge?

A: No, the course starts from basics and gradually introduces tools.

Q: Is this suitable for self-employed individuals?

A: Absolutely. The concepts apply universally.

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2. Mutual Fund Investing Essentials

Duration: 4 Weeks | Level: Beginner | Instructor: Aditya Rao, SEBI-Registered Advisor

Overview:

A deep dive into mutual funds - how they work, how to analyze them, and how to build an SIP-based investment plan.

Modules:

1. Introduction to Mutual Funds

2. Types (Equity, Debt, Hybrid, ELSS)

3. NAV, Expense Ratio, Fund Ratings

4. Fund Selection Criteria

5. SIPs, SWPs, and Taxation

FAQ:

Q: How much to start investing?

A: As low as Rs.500 through SIPs.

Q: Are mutual funds safe?

A: They carry market risk, but risk is minimized through diversification.

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3. Stock Market Foundations

Duration: 8 Weeks | Level: Beginner to Intermediate | Instructor: Ankur Bansal

Overview:

Learn the A-Z of stock markets - from understanding stock exchanges to reading charts and identifying opportunities.

Modules:

1. Market Mechanics
2. IPOs and Secondary Market
3. Indices (NIFTY, SENSEX)
4. Fundamental & Technical Analysis
5. Market Psychology

FAQ:

Q: Is it trading or investing?

A: Both are covered with examples.

Q: Do I need a demat account?

A: No, you'll learn to set one up.

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4. Technical Analysis & Trading Strategies

Duration: 6 Weeks | Level: Intermediate to Advanced | Instructor: Neha Kapoor

Overview:

A practical course for traders who want to master chart patterns, indicators, and price action.

Modules:

1. Dow Theory & Market Cycles

2. Candlestick Patterns

3. Indicators (RSI, MACD, Fibonacci)

4. Trading System Design

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5. Advanced Wealth Management & Portfolio Optimization

Duration: 10 Weeks | Level: Advanced | Instructor: Dr. Vivek Sharma, CFA

Overview:

A capstone course integrating all aspects of finance - investments, tax planning, asset allocation, and behavioral finance.

Modules:

1. Asset Allocation

2. Portfolio Diversification

3. Tax-Efficient Investing

4. Behavioral Biases

5. Case Studies

General FAQs:

Q: How to contact support?

A: support@finlearnhub.com

Q: Are certificates recognized?

A: Yes, endorsed by FinLearn Hub and partner boards.

Q: Refund Policy?

A: Available within 7 days if less than 20% of content viewed.

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