

## **Strengths**

- Provides a platform for teens interested to invest
- Educational (Bumper Bites)
- Provides an ambassadorship program so people can get hands on experience with work and investing
- Safe and Secure
- Backed by large media outlets (Yahoo Finance, abc news, Geekwire, Benzinga, etc.)
- Allows parents to be connected and manage what their children are doing

## **Weaknesses**

- Less Users
- Lack of Advertising (should advertise more to gain users)
- Less Market Share (This is mainly a platform built for teens so comparing that to any other investing platform, it would have a significantly less market share since 18+ people would likely not use it)
- Only parents can fund the account, (Some teens make money and would rather fund their own account, but a way for parents to be involved is that they can be able to approve transferring and purchases)
- I think programs should last longer, like the paid courses as well as the ambassador program, I feel like there is a lot more to learn about finance, investing, etc.

## **Opportunities**

- Take more advantage of social media advertising, specifically the platforms where most teens are on
- Do SEO marketing so your search visibility increases (currently, when searching for keywords like teen investing, bumper doesn't show up)

-Since we're already the number 1 teen investing app, (not only maintain that status but try to reach outside of the box and benefit people that are 18+), add features that adults would like to use.

-Have more interns/ambassadors and programs

-Crypto and NFTs have been a hot topic for past few years, Bumper should have crypto and NFT investing

### **Threats**

-Big investing platforms (Fidelity, Robinhood, TD Ameritrade, etc.)

-Other teen investing apps (Like greenlight)

-Teens that would rather use parents account to invest

-Global Events (Things like a pandemic and recession have deeply affected investing platforms by causing a massive decrease in usage)