



A Trading Platform that Democratizes
Money Management

Huajun Bai
Lixuan Mao
Aaron Lu
Kyle Wong
Hao Zheng

Background

- The story

Background

- The story

Evan

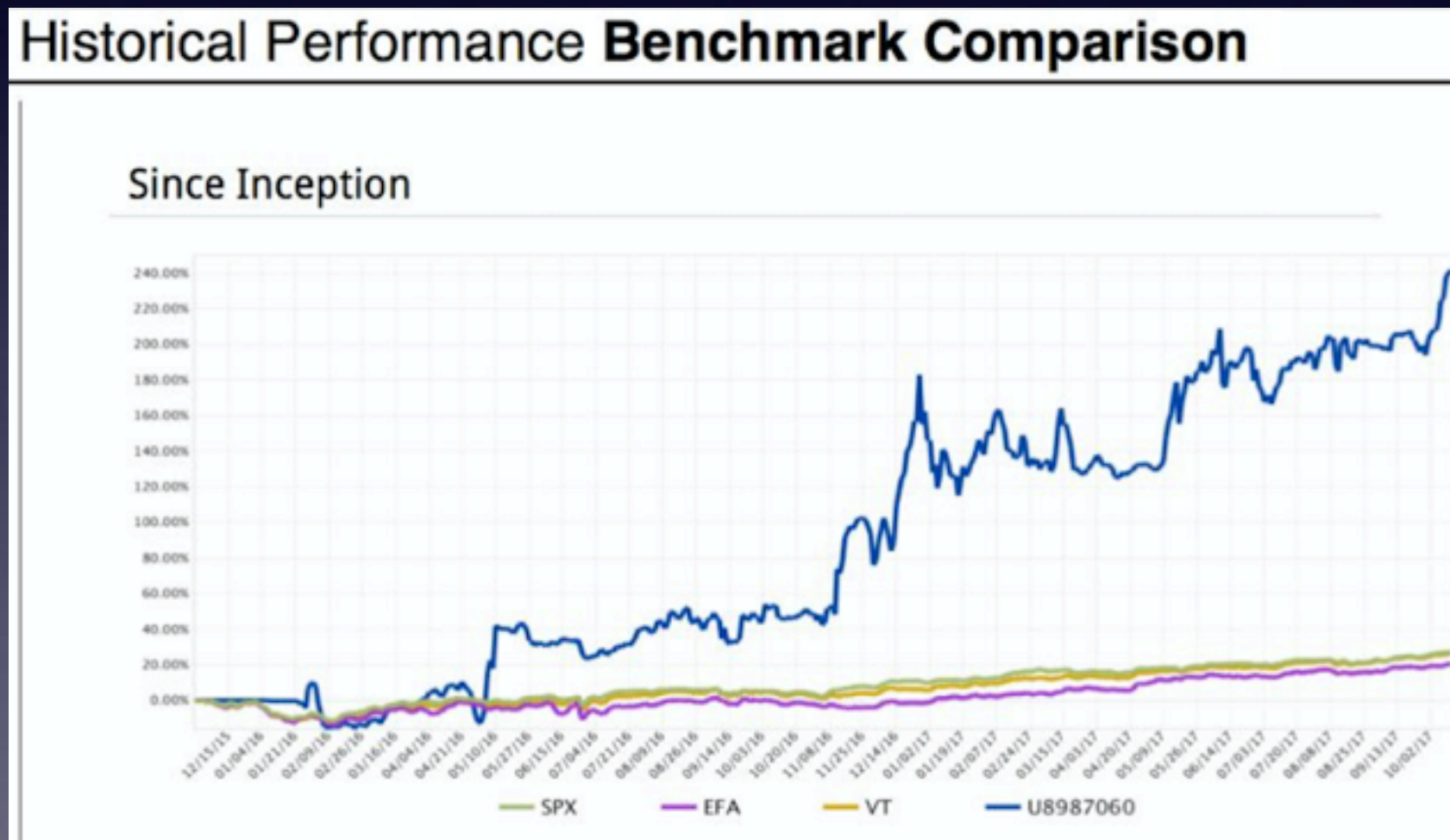


Aaron



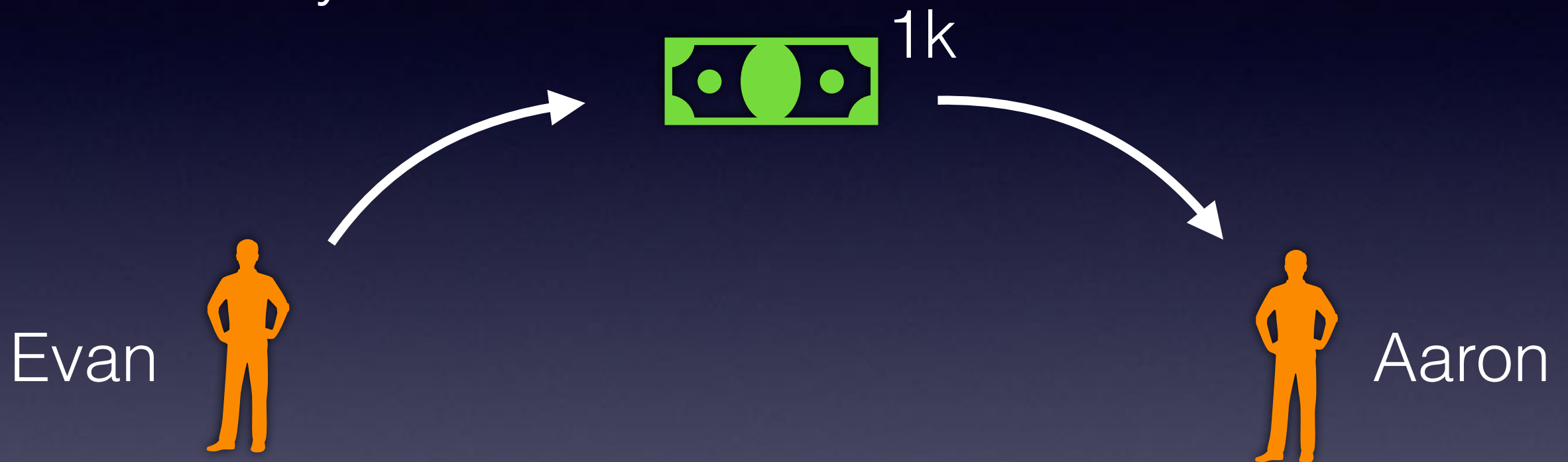
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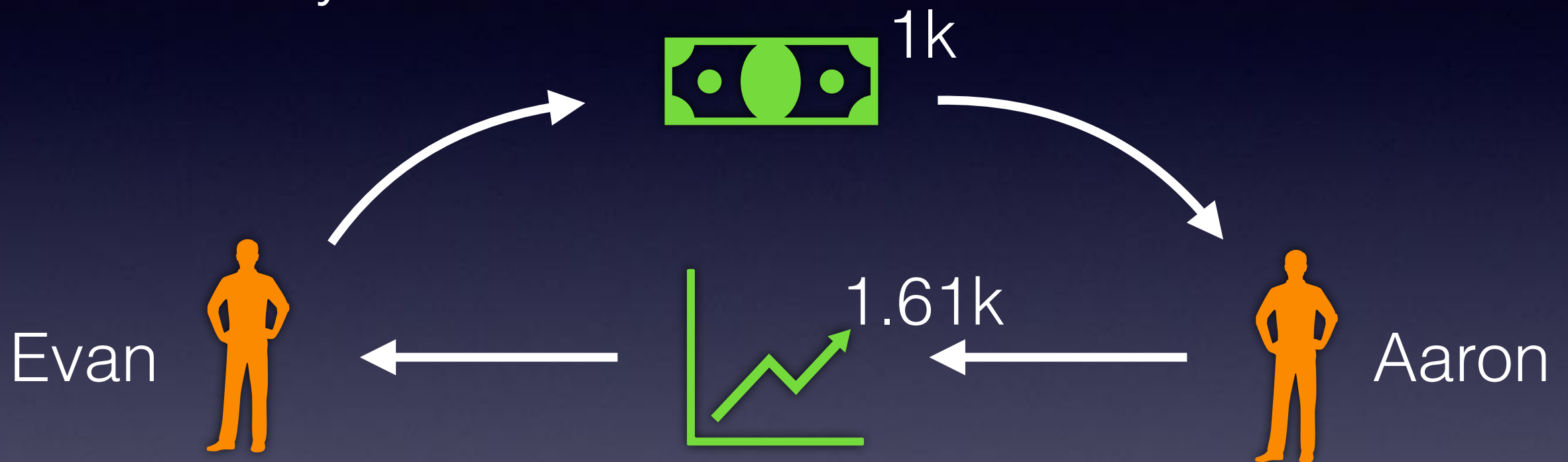
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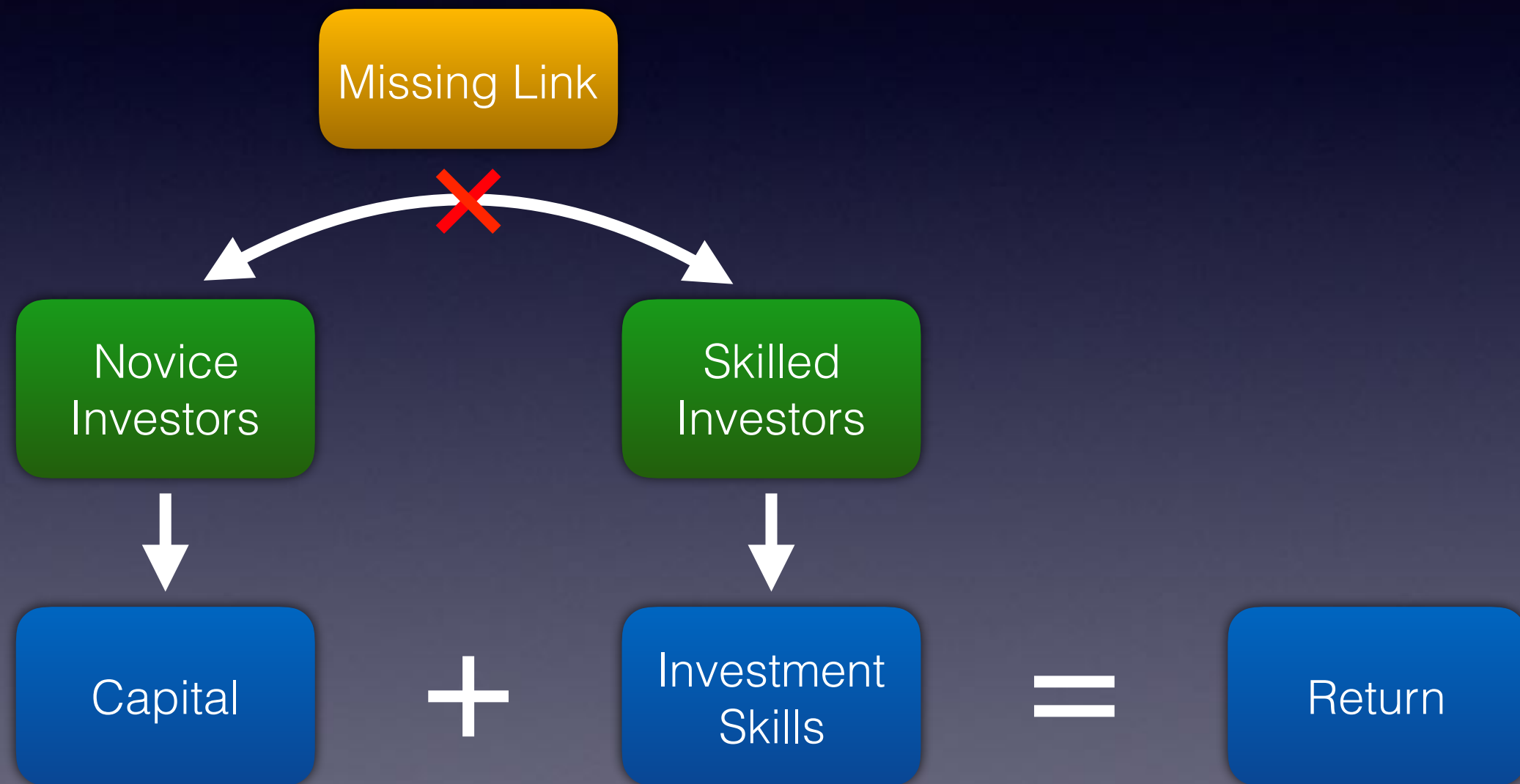


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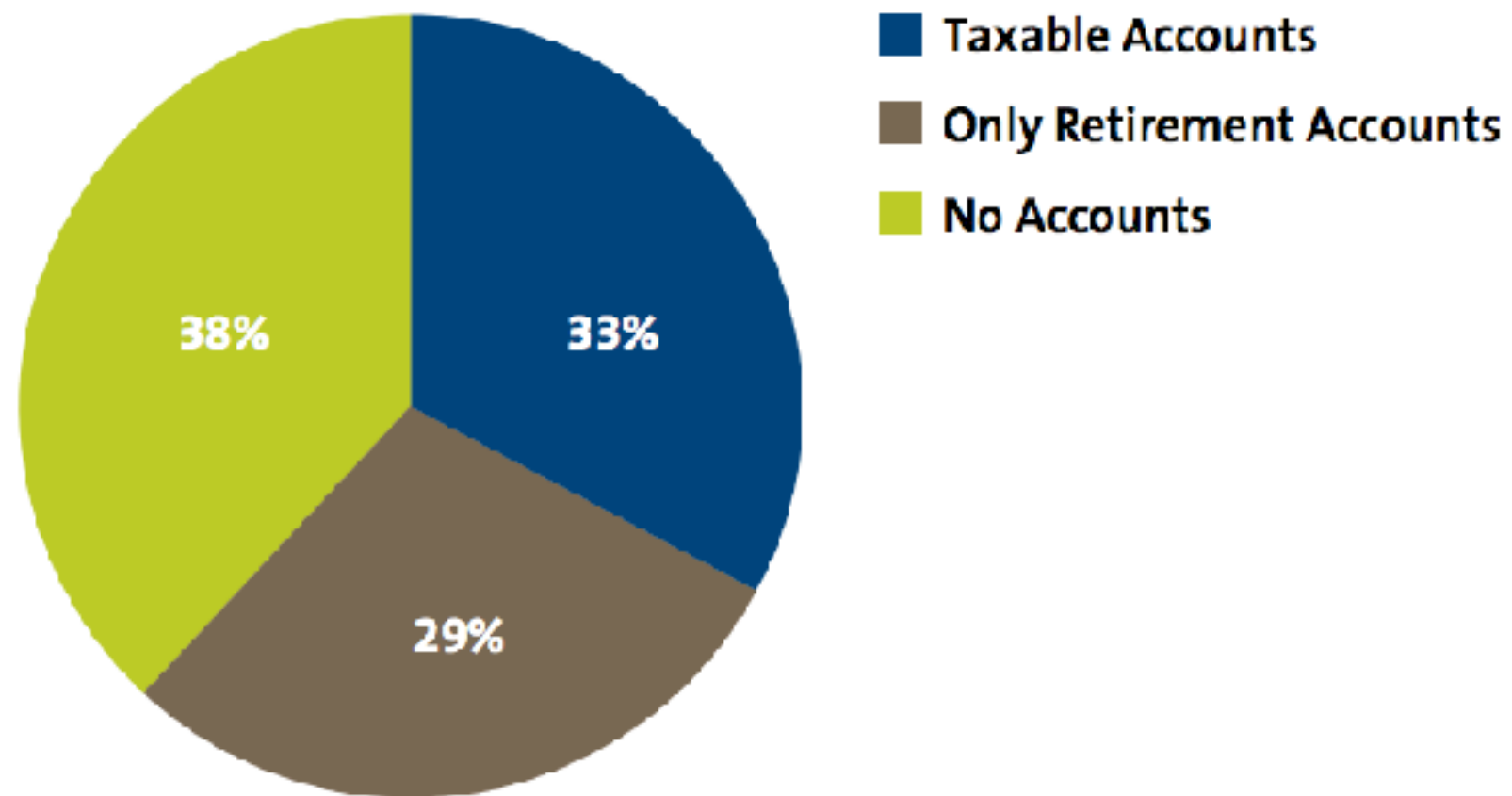


Problem



Customer

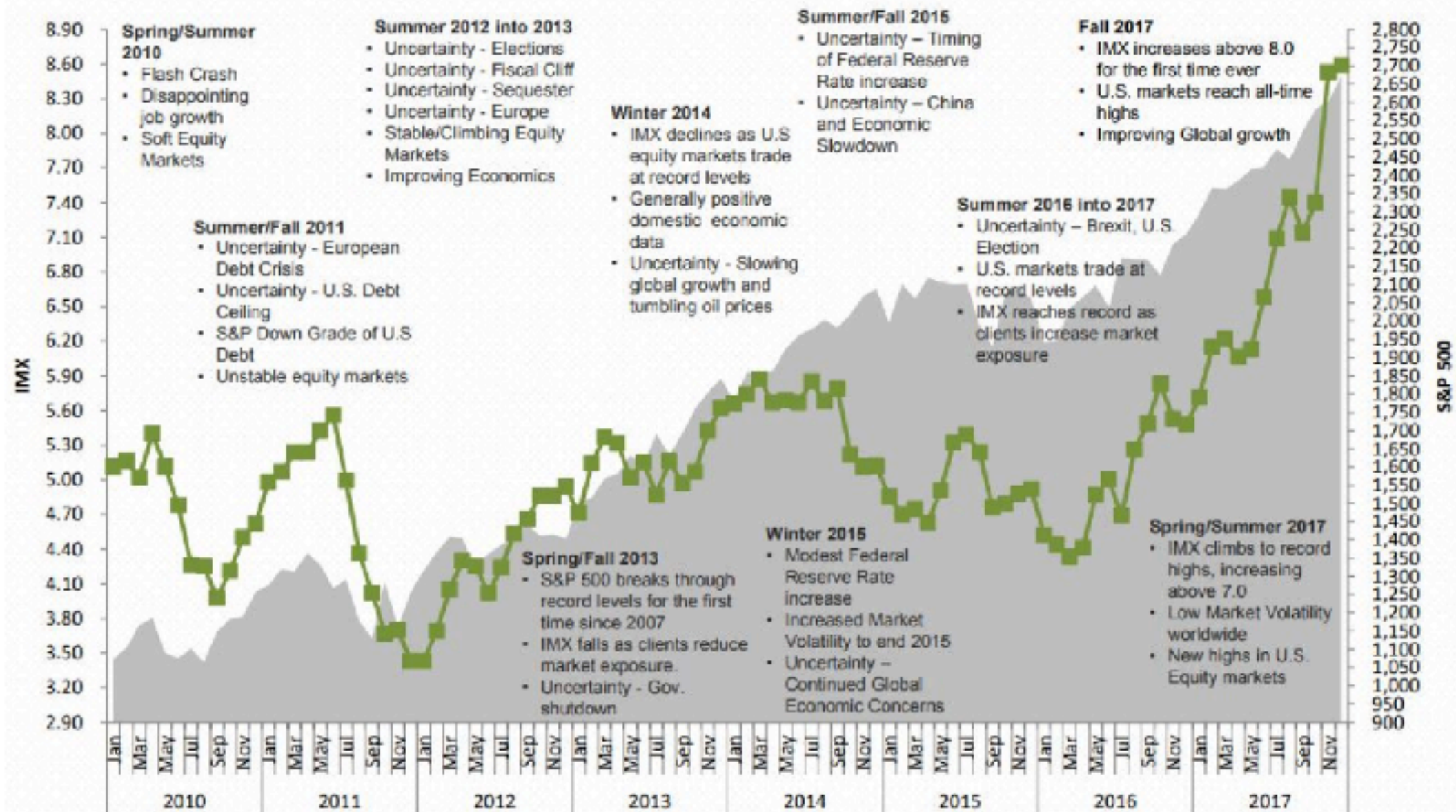
Around 60% of American Households own investment accounts



Source: 2012 National Financial Capability Study State-by-State Survey

Customer

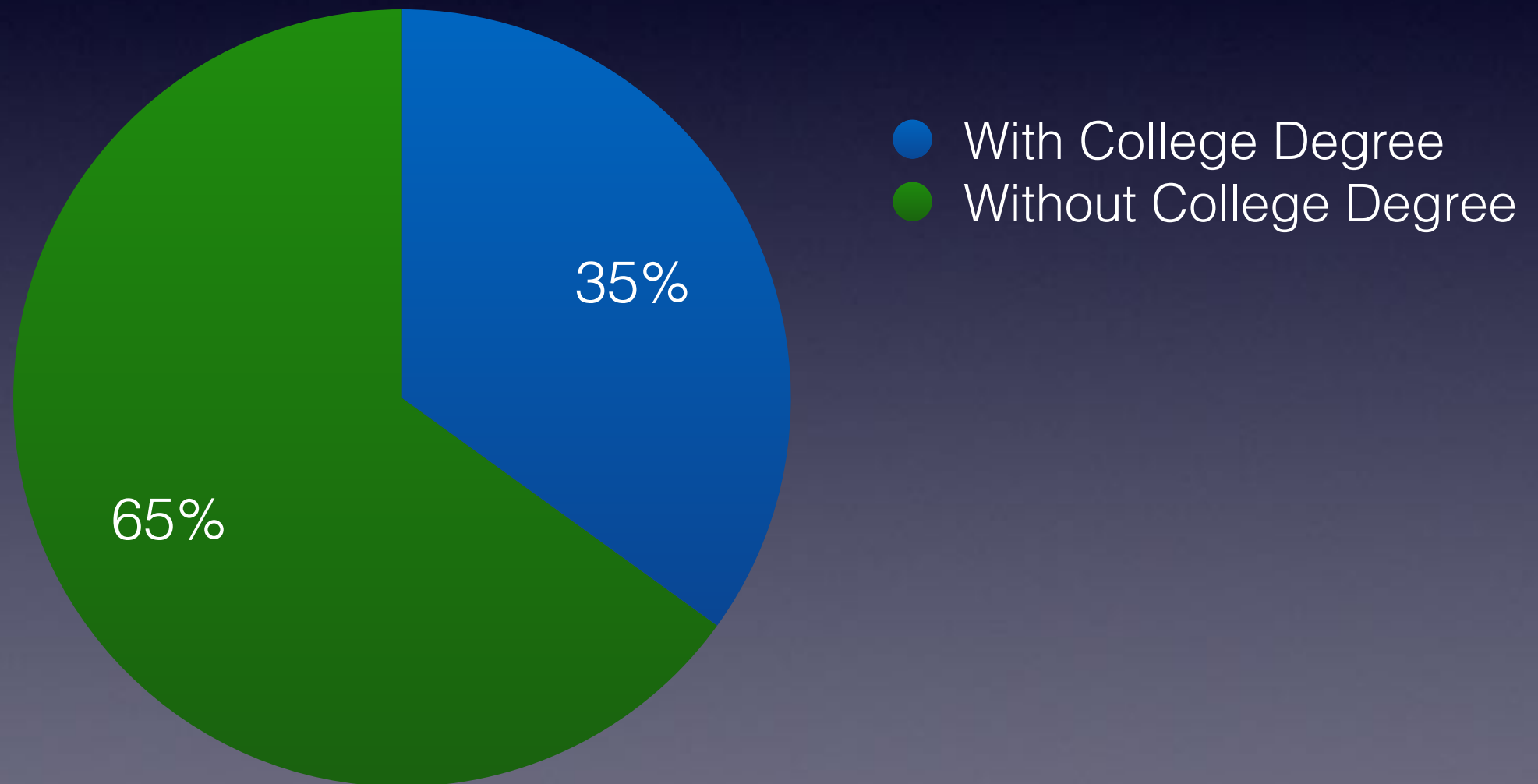
Investor Movement Index – vs. S&P 500



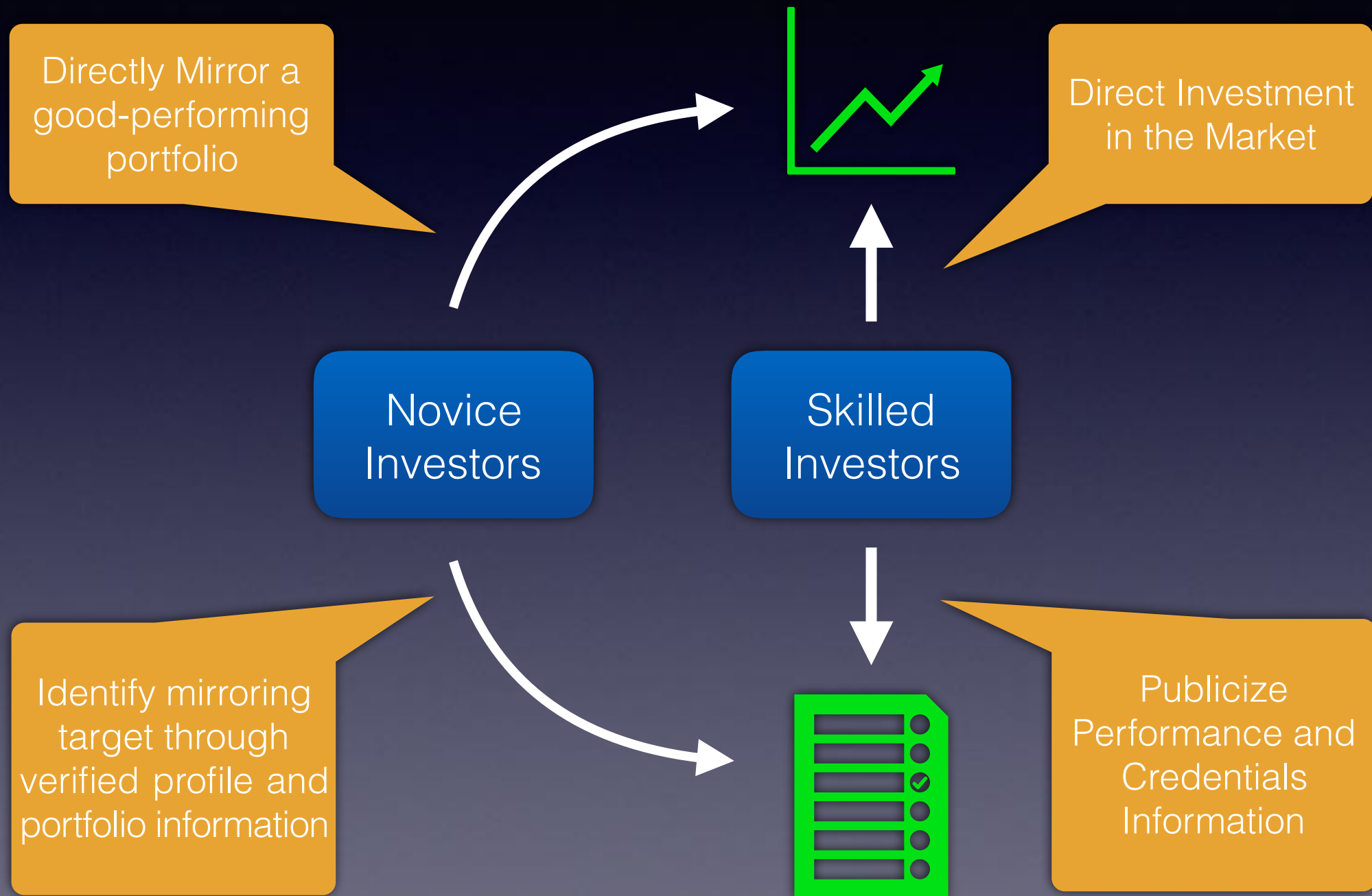
Historical data should not be used alone when making investment decisions. The IMX is not a tradeable index. The IMX should not be used as an indicator or predictor of future client trading volume or financial performance for TD Ameritrade.

Customer

Only 35% of American retail investors are college-educated



Solution/Narrative



Solution/Narrative

A **social trading platform** that allows retail investors to:

Make More Money

by

- Following a more skilled investor
- Managing external capital

Reduce Risks

by

- Diversifying portfolio strategies

Save Time and Efforts

by

- Taking advantage of other investors' knowledge and skills

Vision

- **Individual** level: Help individual investors to maximally monetize their capital and skills.
- **Societal** level: Put the society's capital in the best hands and deliver to where they can be most efficiently used.

Thank you!



Demographic Characteristics by Investment Status

		Taxable Accounts	Only Retirement Accounts	No Accounts
Sample Size		8,830	7,451	8,896
Mean Age		51	47	40
Household Income	Less Than \$25K	8%	13%	53%
	\$25 to \$50K	17%	32%	29%
	\$50 to \$100K	41%	40%	14%
	\$100 to \$150K	20%	11%	2%
	\$150K+	14%	4%	1%
Race/Ethnicity	White	73%	67%	61%
	Black	8%	12%	15%
	Hispanic	11%	14%	18%
	Asian	7%	5%	3%
	Native American	1%	1%	2%
College Degree		42%	27%	12%

Source: 2012 National Financial Capability Study State-by-State Survey

$$33\% * 42\% + 29\% * 27\% = 35\%$$

Problem

- Everyone wants **greater return**, but not everyone has both the skill and the capital.
- Novice retail investors usually have **no access to the skills** offered by professional managers (e.g. PE, HF).
- Skilled retail investors usually have **no access to external capital** to fully monetize their skills.

Solution/Narrative

Any investor can play the role of a **novice** investor or a **skilled** investor or **both** at the same time.

