

# What is the App about?

The app is meant to be an educational tool that teaches women how to start investing in a fun game-like setting while providing a social media aspect that creates a welcoming environment





# App Features

## Game Component

- Creating a genuinely fun way to learn how to invest
- Customizing an avatar, having upgrades, obtaining badges
- Users will have “adventures” to go on
  - Each “adventure” will include asking the user to complete a certain task relating to an investing lesson



# App Features

## Educational Component

- Giving users a step by step guide to setting up a brokerage account of their choice
- Lessons providing the basics of investing and finance
  - Then will have additional optional lessons that users can go through for more specific topics
- Main topics will include how to start and use brokerage accounts, how to read the stock market, and different types of investments



# App Features

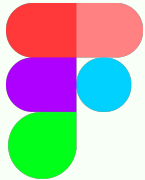
## Social Media Component

- Giving users the ability to ask anonymous questions, create/like posts, and can make or join different interest groups
- Create a safe community that showcases women succeeding in investing and encourages more to be comfortable starting
  - Social media aspect will be “unlocked” after the initial opening a brokerage account lesson plan game is completed



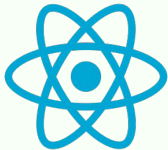
# App Dev Platforms

These are the languages and platforms that you will be learning and using on the app dev team.



## Figma

The platform we'll be using for collaborative UX design



React Native

## React Native

Our main platform for front end UI development



## Node JS

A platform that works with React Native to deploy the back-end APIs

