

euphoria.

Learn to Invest • Master the Markets

75% of teens want to start investing, but fewer than 1 in 4 have actually started.

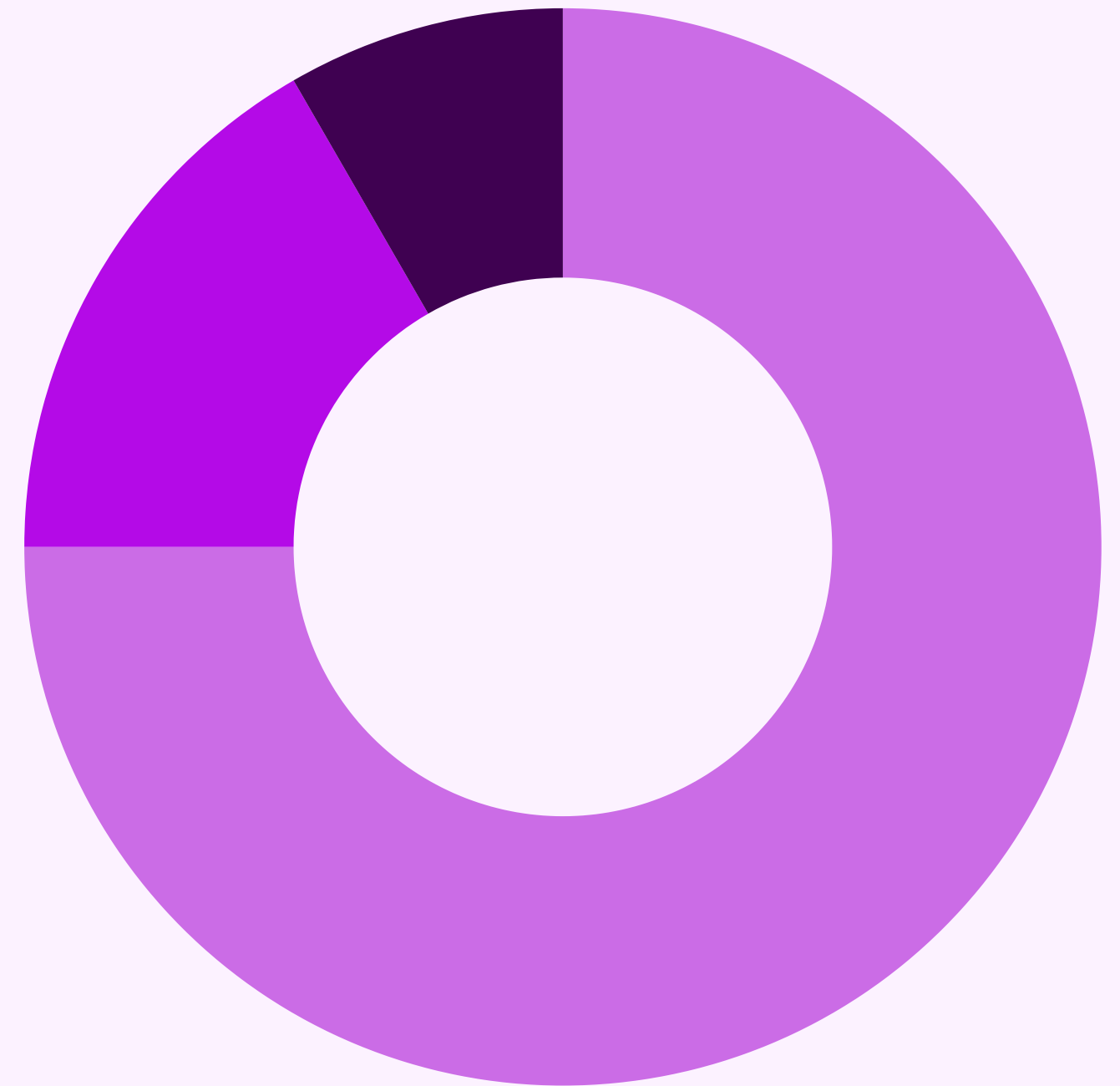
~ Fidelity Study 2023

The Problem

People who want to start investing are often afraid of the many risks in starting.

By delaying one's investing journey, students and young investors are hurting their future financial journey.

- Overwhelmed by where to begin
- Assume they do not have enough capital
- Fear of making bad financial decisions



Our Solutions



Real-time Data and Suggestions



Gamified Learning Experience

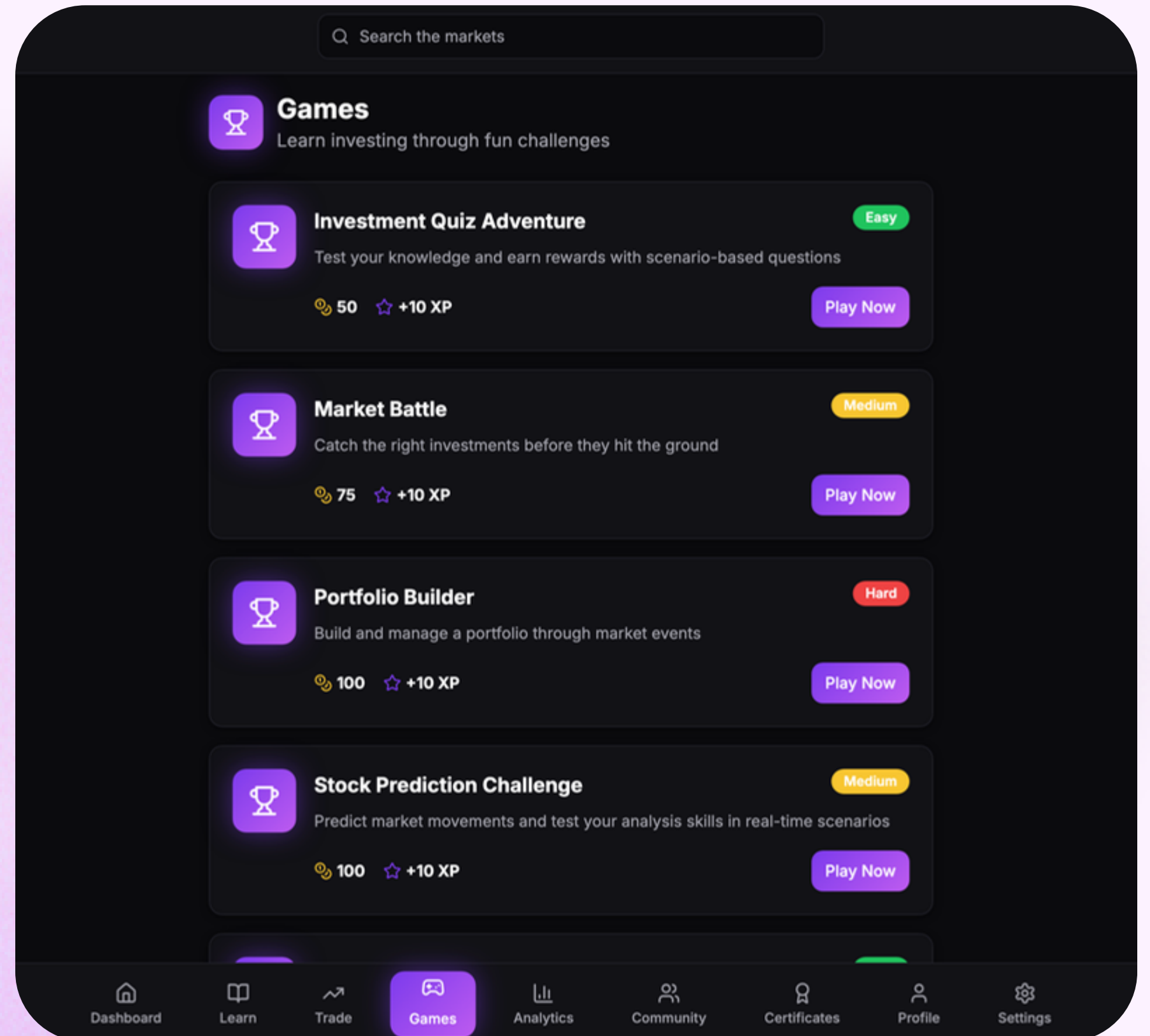


Performance Based Certifications

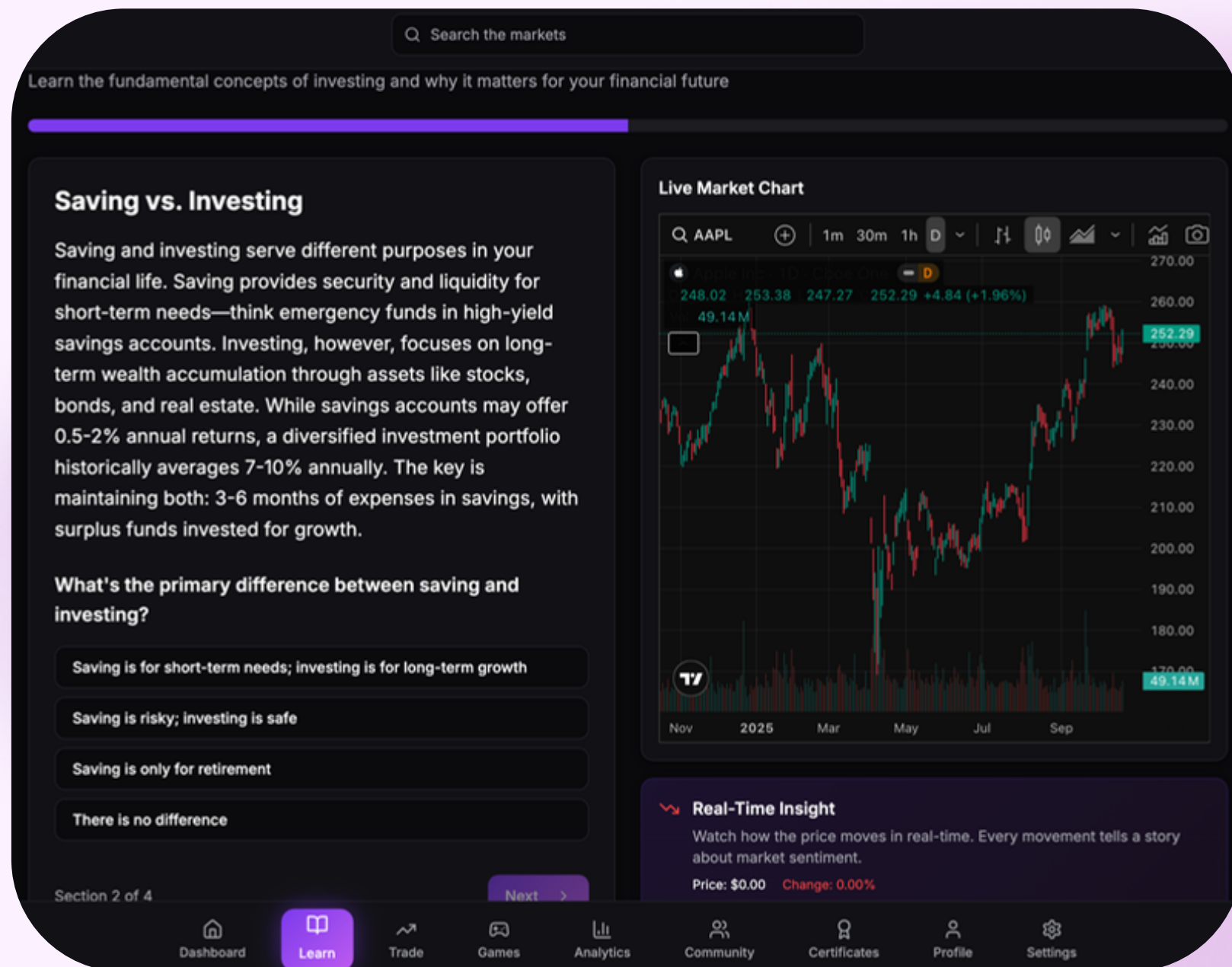
Features

01

Interactive Games



Features

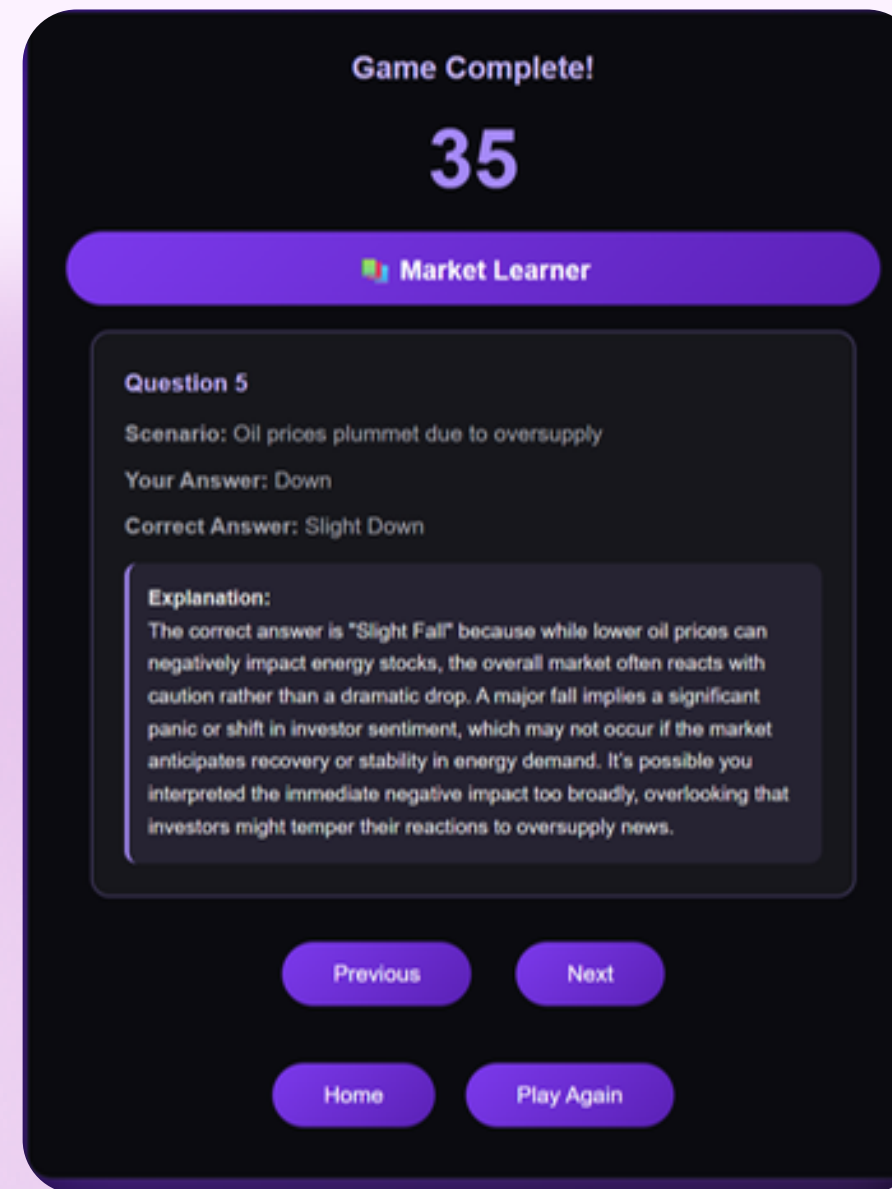


02

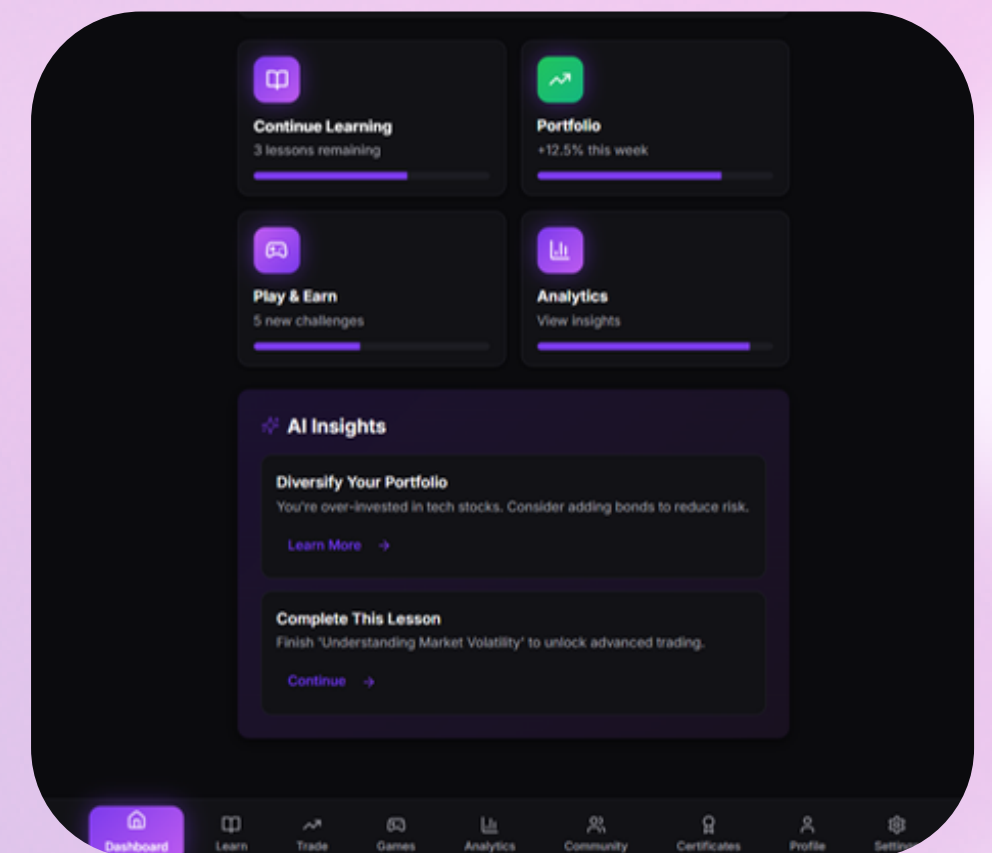
Personalized Lessons

Features

03 Real Time Market Insights



AI Generated Feedback and Suggestions!



Size of Market

3.9 M

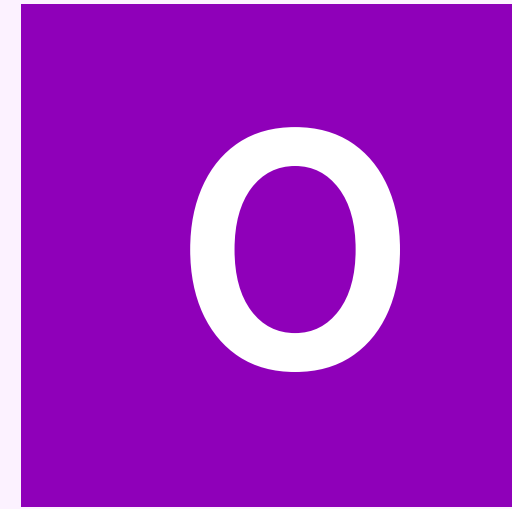
graduating high school seniors
in the US

54%

of seniors felt unprepared for
finance in the real world after
graduating



Strengths



Opportunities

Weaknesses



Threats



Competitors

COMPANY	REAL-TIME INVESTING INSIGHTS	GAMIFIED LEARNING	CERTIFICATIONS/REWARDS	EDUCATION + PRACTCE TOOLS
Euphoria				
Bloom				
Acorns				
Stash				
Invstr				

Business Model

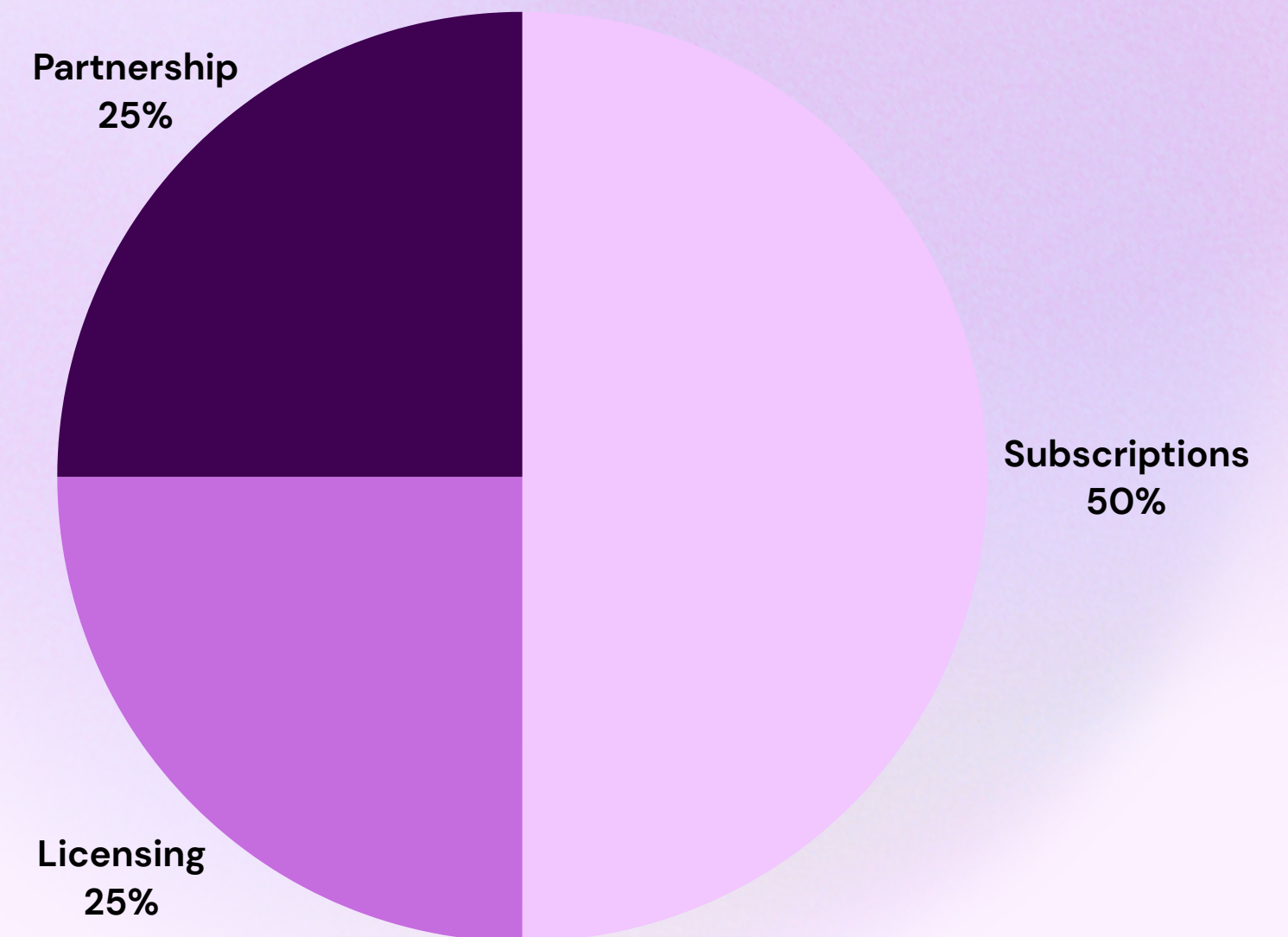
As for startup costs, we need to hire developers to help debug and assist with development. We also need to use various BaaS systems (like Alpaca) to ensure the security of users' funds and enable trading on our platform.

Operates on the Lean startup Model

Total startup costs for MVP: \$145

Expected developement costs: \$3000 – 4000

Expected revenue distribution



Scalability

2025–2026

January 2026

March 2026

2027+

- Interview students to identify needs
- Build a functional MVP
- Run pilots with clubs and friends
- Collect feedback to refine the product

- Launch closed beta
- Test product with classes
- Partner with clubs and organizations
- Refine User Interface
- Target Socials to be at total 1000+ followers
- Developing a crucial pain point towards building dopamine attention

- Launch the app publicly
- Introduce subscription/payment plans
- Collaborate with small influencers for promotion
- Target 2,000+ users
- Establish partnerships with investors

- Pilot with select schools and after-school programs
- Secure small brand sponsors for competitions
- Integrate educator dashboard (v2)
- Position Euphoria as an official youth finance education tool
- All marketing tactics should be at 20k+ following

Thank You

for your time and
attention