

TEAM PASTELS: GROUP 9



# Robinhood Education

Your investment learning journey begins here

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# Current User Base



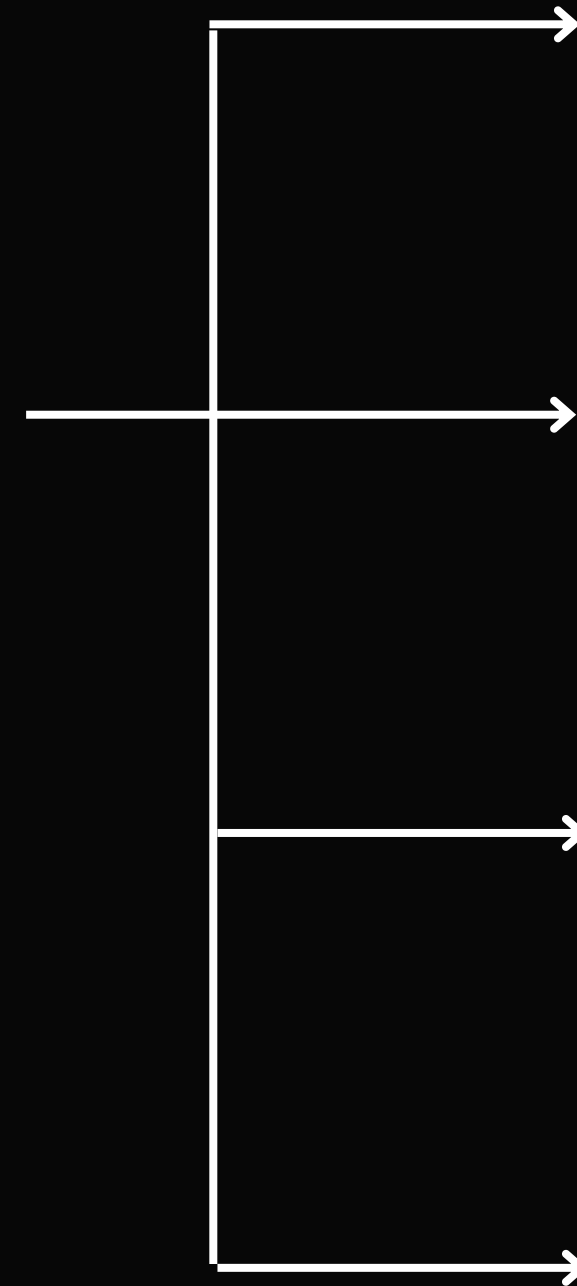
**Millennials (18 to 29-year-old) interested in trading**

**High-frequency traders**

**Retail brokerage marketing**

**Electronic trading firms**

# **Pain** Points



**Lack of structured information on Trading**

**No credible sources of information**

**No simultaneous learning and investment experience**

**Lack of data-driven personalized content**

# Proposed Solution



Unified platform for an integrated learning and trading experience



# Targeted Customer Segments



Beginners who are  
too scared to  
invest



Amateurs



Medium to High  
Frequency traders

# Competitor Analysis

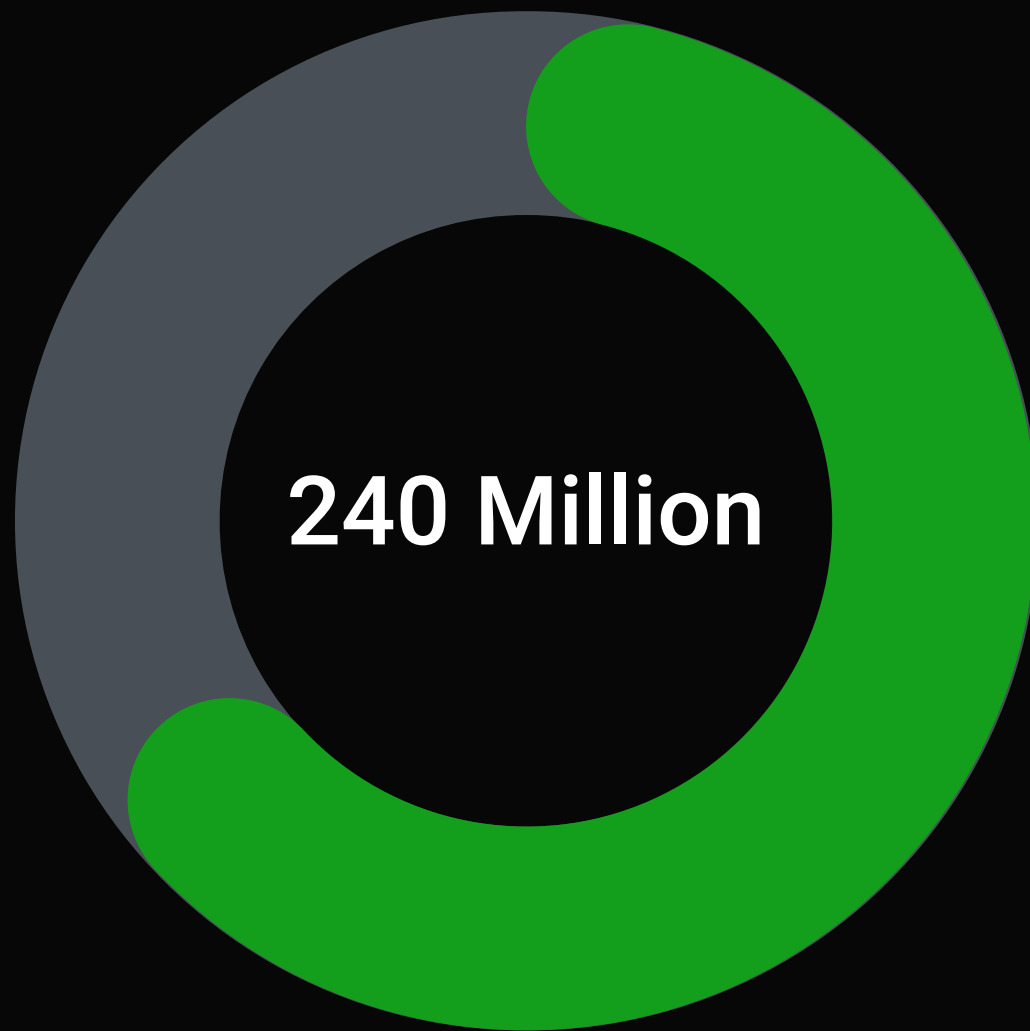


Features				
Reliable Videos	✗	✓	✓	✓
Stock Market Simulator	✗	✓	✗	✓
Personalized content	✗	✗	✓	✓
Live Market Analysis	✗	✗	✗	✓

# Market Sizing for USA



US Population eligible  
for investing



73%



Current market investing or  
ready to invest



1%

penetration



Minimum penetration into  
the market



# Key Features

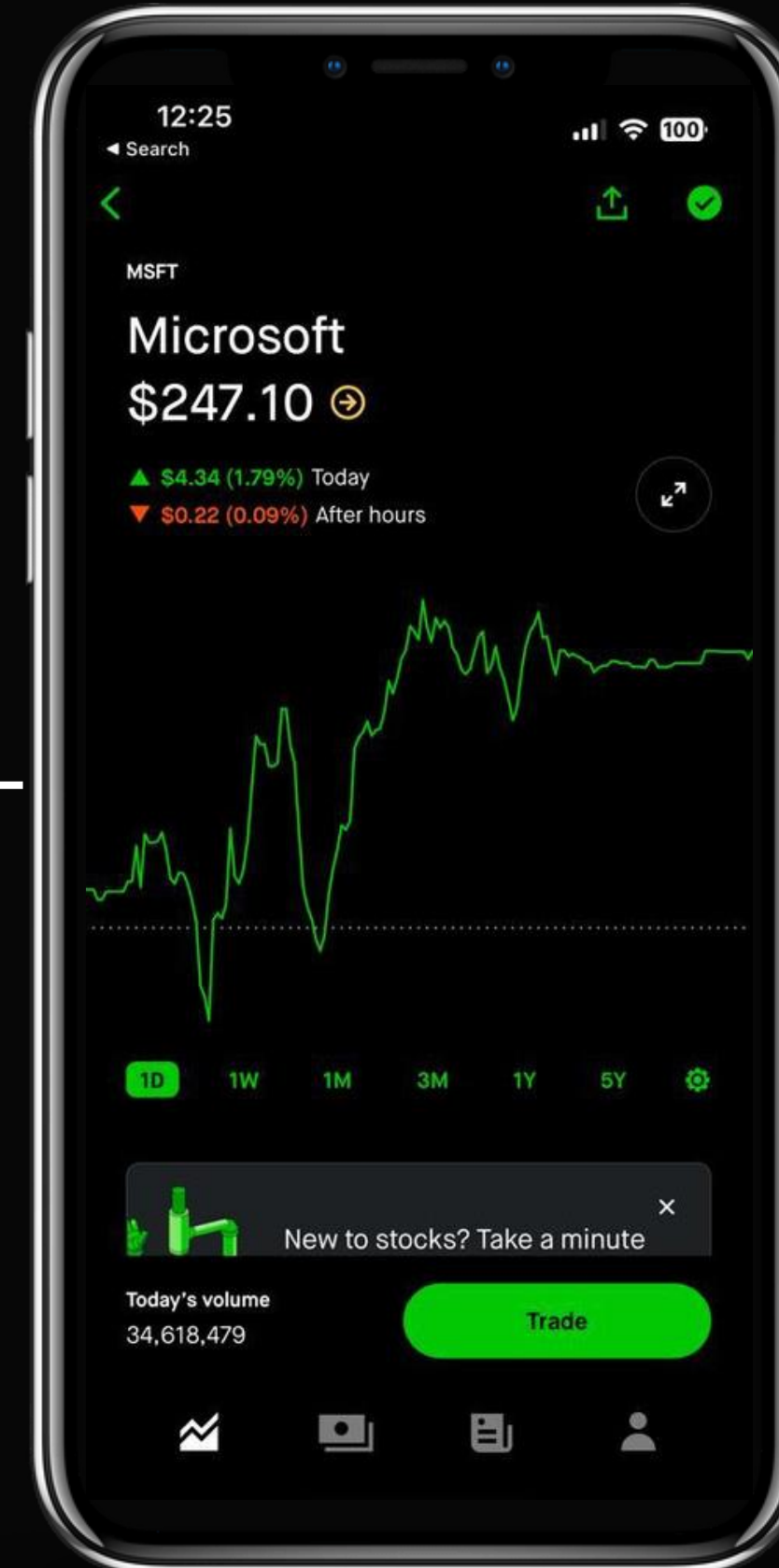


**STRUCTURED VIDEO COURSES**

**STOCK MARKET SIMULATOR**

**PERSONALIZED LEARNING EXPERIENCE**

**LIVE STOCK MARKET ANALYSIS VIDEOS**





# Key Success Metrics

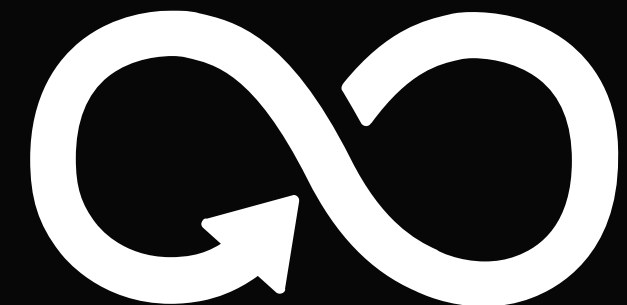


## Vanity Metric

Feature Visits

## Northstar Metric

Monthly Active Users



## Counter Metric

Consumption of Content

# HI-FI Prototype



# Product Roadmap



## Q2 2023

**ROBINHOOD EDU Launch  
Video Courses and  
Simulator**

## Q3 2023

**Bug Resolutions &  
Targeted Marketing  
Campaigns**

## Q4 2023

**New Feature  
Implementation -  
Live Stock  
Market Analysis**

## Q1 2024

**Bug Resolutions &  
Customer Retention**

## Q2 2024

**New Feature  
Implementation -  
Data Driven  
Personalization**

**Ready to begin your  
Investment Journey??**

