



Free Financial Education for the World

Finanz

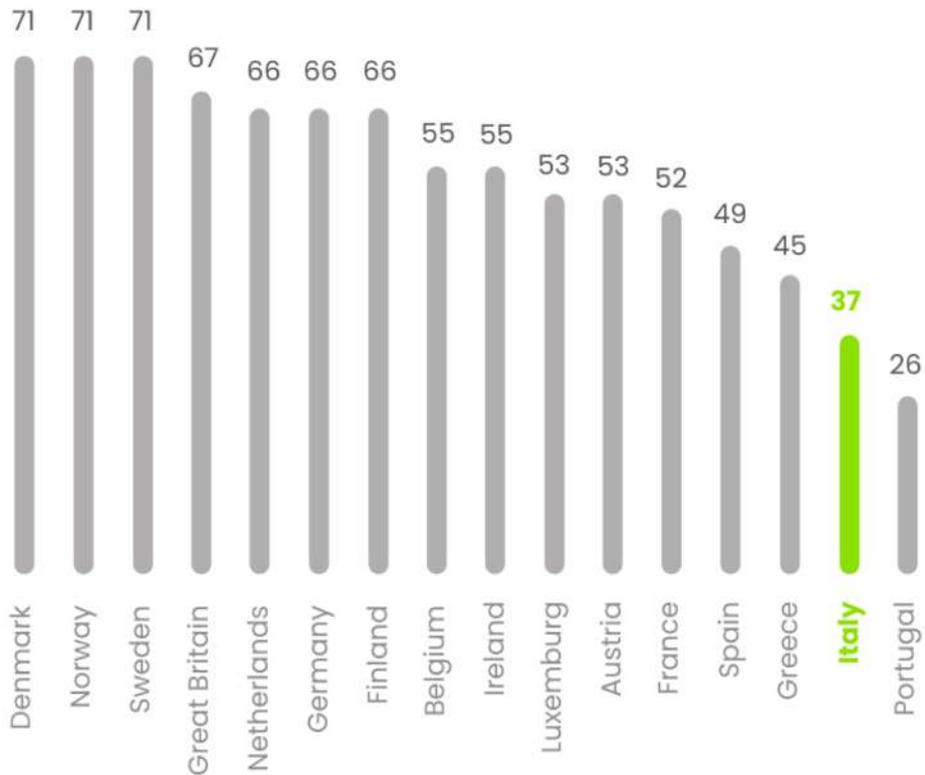
Meet Finanz AI

The problem:

**Does diversifying
investments
reduce risk?**



Level of financial literacy among OECD Countries



63% of Italians do not know how to answer this question.



Just 44% of Italians has the basic knowledge of financial literacy.



35% of Italians has an interest in finance (in 2021 was 27%).

Source: [ilSole24Ore](#)

Why is this the **right moment?**

€1.404Bn money deposited in bank accounts in Italy



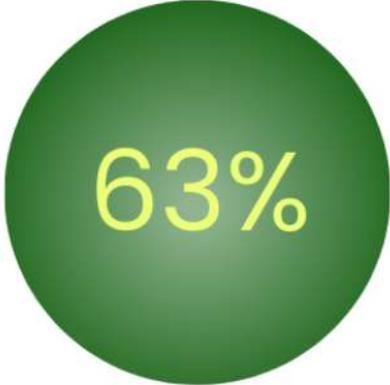
34%

of Italians state that they have a low level of comprehension of the subject, but want to improve



51%

feel that the financial services industry doesn't provide enough advice



63%

would like to manage their own funds in the future

THE SOLUTION

Finanz makes
studying finance
easy, fun and free.



Solving the problem of financial education

FIND YOUR LEVEL

- Age
- Financial goals
- Financial knowledge

Our unique **Finanz Algorithm** creates a plan for you, tailored to your needs and objectives



START STUDYING

Learn finance in just 5 minutes a day.

Finanz allows our users to learn finance **quickly** and **easily**.



STAY UP TO DATE

Financial news

Stay up to date with all the latest news and finance with our stories.



We started with a bang!

Results achieved through organic growth since the app launch date



DOWNLOADS

Play Store + Apple Store



MAU

Monthly Active User



AVD

Average Visit Duration



CPI

Cost Per Install



RATING

In Apple and Play Store

Gamification Strategy



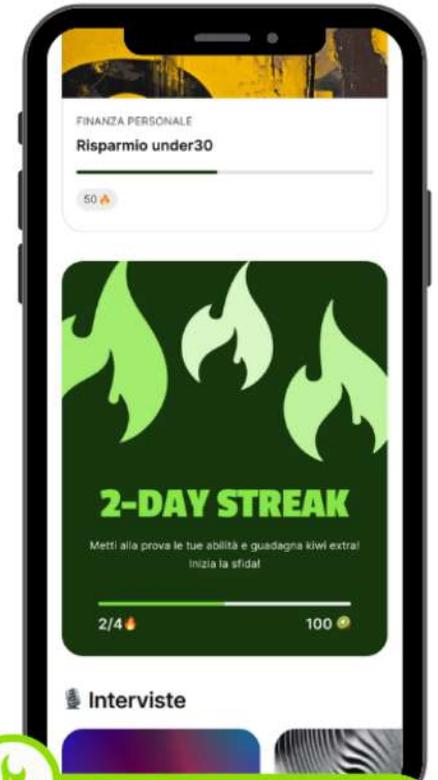
Test your knowledge with our quizzes.



Watch out! Every mistake will cost you a heart.



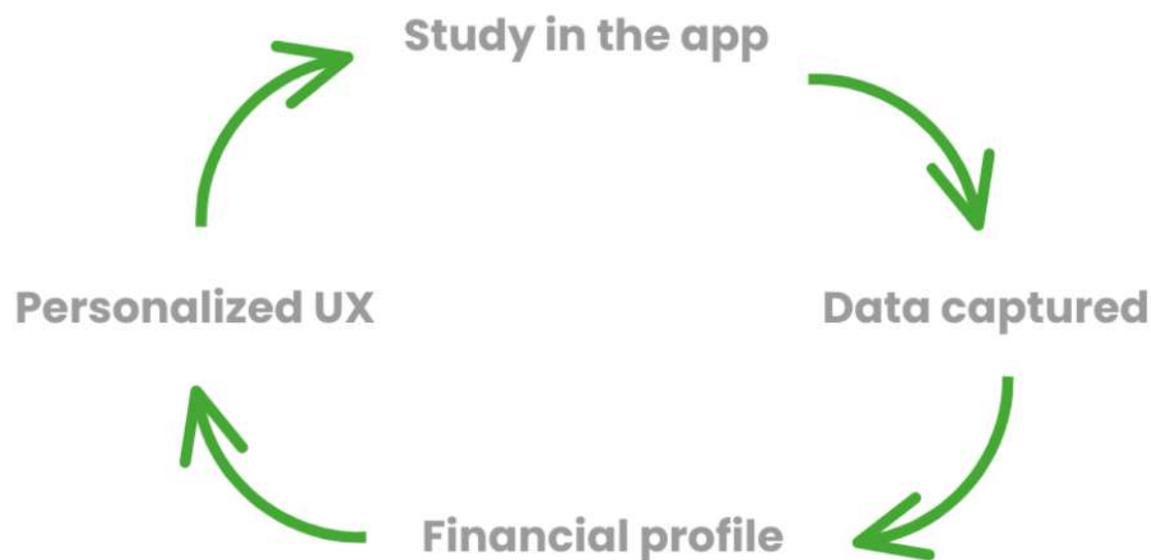
Rise through the ranks of the Finanz Olympics.



Start your study marathon.

Helping people making decisions

Using our analytical approach, we collect user data to understand how users study and are performing in the app in order to provide them with the most personalized user experience.



Helping people to invest their money

Automated distribution across a diverse range of asset classes.



Robo-advisor



Pension Fund



Monetary Fund



Mutual Fund



Crypto



Insurance

A woman with long brown hair is wearing a VR headset and pointing her right hand towards a bright, glowing point of light in a dark, futuristic environment. The scene is illuminated with blue and purple light, and there are many small, glowing particles in the air. The woman is wearing a light-colored, long-sleeved shirt. The background is a dark, glowing space with many small, glowing particles and a large, glowing point of light in the upper right corner. The overall atmosphere is futuristic and immersive.

Navigating the Dynamic World



Our solution:

Meet Finanz AI

A friend who is always here for you!

1 Customer Care

Customer support by answering any questions regarding the app (FAQ).



What benefits does the premium offer?



What is the Academy section?



How do I get a refund?

2 Financial education

Answer questions of any kind about financial education.



What is the inflation?



What is the difference between a debit and a credit card?



What are the interests?

3 Cross selling in-app

For each question of financial education, it will show the buttons that refer to the academy and investment section in the app.



What are the ETFs?



ETFs or "exchange-traded funds" are exactly as the name implies: funds that trade on exchanges, generally tracking a specific index. When you invest in an ETF, you get a bundle of assets you can buy and sell during market hours—potentially lowering your risk and exposure, while helping to diversify your portfolio.

Go to this lesson

Go to investing section

4 Personalization

Personalize the AI not only with a data set of the market and our app but also based on the individual user DATA and his investments.

Example taken from Goin





Our rating: 4,7



AVAILABLE FOR iOS AND ANDROID DEVICES



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