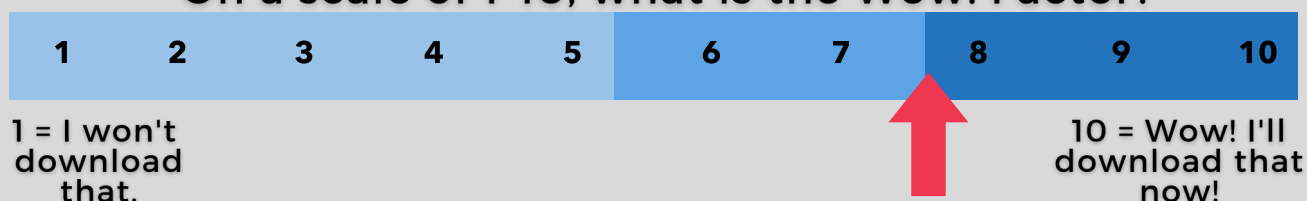




# Compoundly

Venture Validator tested the concept of an app that maximizes your investment returns by exposing hidden fees and enabling you to reduce them. We asked 144 potential customers the following question:

On a scale of 1-10, what is the Wow! Factor?



## Product

### Top Value Proposition:

- Saves money from hidden fees

### Top Objections:

- Security and Privacy concerns

### Top Suggestions:

- Resolve Security and Privacy concerns

## Market

### Who is in Your Target Market

- Anyone who has an employer sponsored retirement account (401k, 403b, Roth IRA etc.) and / or anyone who invests using an investment advisor, certified financial planner, or broker.

We tested several subsets of your market for insights into who is more interested in your product. We found that respondents who currently have a financial advisor scored your app a 6.8. Those without a financial advisor scored your app a 7.7!

We also found that, on average, respondents with an income **below** \$70,000/year scored your app a 7.9, while those with an income **above** \$70,000/year scored your app a 7.2.

## Price

**\$4.99/MONTH\***

### REVENUE MAXIMIZING PRICE

\*A monthly price isn't part of your current business model. The Product/Market Fit score of 7.5 is for your current Free model. We did find that \$4.99/month is your revenue maximizing price point if you were to charge a monthly fee, but you would lose half of your potential user base at that price.

# Next Steps:

- 1** Address Security and Privacy Concerns: When we asked respondents, "What don't you like about this app? Why would you not use it?" there were 36 comments about the security of the app, and another 7 comments about the privacy of the app. Most of those comments mentioned that they would feel more comfortable if they were more familiar with Compoundly or if they knew someone using it. Make sure that your website/app/ad marketing focuses on the security and privacy of your app.
- 2** Customer Reviews and News Articles: The survey data shows that people are hesitant to trust Compoundly right off the bat. We recommend highlighting customer reviews, as well as being featured in news articles, personal finance blogs, and review sites. This would help your target market feel comfortable giving you access to their personal finances.
- 3** Focus on the Value Proposition: This survey has validated that the value proposition of Compoundly is the chance to save on hidden fees. After testing different subsets of the market, it would appear that **people without a financial advisor and with an income below \$70,000/year** are the ones most excited about your product. These are the people you should be targeting in your marketing efforts.