

AI-Powered Investment Clarity for Women Investors

Empowering women to invest independently through simple, human language explanations powered by AI.



Made with GAMMA

The Problem We're Solving

P0 Problem

Women investors feel overwhelmed and underconfident because investment apps don't explain stocks or mutual funds in simple, human language.

The result? They rely on family members or resort to guesswork when making financial decisions, all due to jargon-heavy, unnecessarily complex information.



Why This Matters

For Users

- Reduce overwhelm and anxiety
- Build genuine confidence
- Understand investments clearly
- Make independent financial decisions

For Business

- Increase user retention rates
- Improve daily engagement
- Build trust → drive higher investment volume
- Strengthen product differentiation
- Expand female investor segment

Meet Neha: Our Representative User



Neha, 26–35

Investing Behavior:

- Invests via SIPs regularly
- Minimal knowledge of stocks
- Relies on brother/friends for advice
- Confused by charts, tickers, candles

Goals

- Build long-term wealth
- Stay consistent with SIPs
- Save for gold/jewelry, laptop, vacation
- Create an emergency fund

What She Needs

Simple explanations in everyday language

Emotional reassurance and guidance

Goal clarity and progress tracking

Independent decision-making tools

What We Learned from Research

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Overwhelm with Information

"I just have no clue what they are trying to say. It's beyond me."

”

“

Dependency on Others

"My brother tells me where to invest."

”

“

Only Understands Basic Returns

"I only understand if I put 30k for 3 years how much return I get."

”

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Goals-Oriented Mindset

"It's nice to know what this investment is for."

”

“

Craves Personalized Guidance

"I will be happy if an app gives me clear inputs."

”

The AI-Powered Solution

"Explain it Simply" — AI Clarity Engine

An intelligent feature that translates complex investment movements into simple, human language — helping users understand their portfolio, goals, and financial progress with confidence.

01

Why a stock moved

02

Why a mutual fund
performed a certain way

03

What happened in their
portfolio this week

04

How close they are to personal goals

05

How consistent their investing habits are

Core Features



Simple Explanations

Tap any stock to get plain-language explanation: "Why did this move today?"



Personalized Insights

Tailored to risk profile with beginner-friendly explanations that grow with you.



Activity Clarity

Weekly performance explained, consistency tracker, and encouraging AI nudges.



Goal Progress

See how close you are to each goal, what contributed to progress, and what to do next.

Experience the Clarity

Stock Explanation Modal

When users tap "Explain," they see:

- **Today's Movement:** Simple explanation of what happened
- **Market Context:** How this compares to the overall index
- **Macro Factors:** Bigger economic forces at play
- **Sector Insights:** What's happening in this industry
- **Company Health:** The company's current situation

All delivered in clear, friendly, jargon-free language.



Activity Screen: High-Impact Clarity

Weekly Performance

"Your portfolio grew this week because IT stocks performed well."

Consistency Score

12-month calendar showing SIP + stock activity with visual tracking.

Future Projection

"Your consistency may grow ₹4.8L → ₹8.5L in 2 years."



Measuring Success

Primary Metrics

- Increase in "Explain" feature usage
- Reduction in investment abandonment
- Higher SIP completion rate
- Daily active user retention growth

Secondary Metrics

- Increase in goal creation
- More portfolio diversification
- More frequent portfolio visits

Guardrail Metrics



Protecting User Trust:

- No increase in user confusion
- Maintain high trust and transparency
- Avoid over-recommendation bias
- Keep risk warnings visible

Final Impact

This AI-powered clarity engine transforms complex finance into simple language, supporting a large underserved user segment while building lasting confidence for women investors.

68%

Of women
investors

Feel underserved by
current investment
platforms

2.5x

Higher retention

When users understand
their investments
clearly

40%

More
engagement

With personalized,
simple explanations

By removing jargon and adding clarity, we empower independent financial decisions and differentiate our product meaningfully.

