



COMMERZBANK

InvestQuest: Redefining Financial Education

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Our Team



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Motivation

The Challenge

- The financial landscape is complex
- Traditional education fails to provide practical skills
- Address untouched audience (age 13-17)

Our Goal

Cultivate a generation of young adults making smart decisions in a dynamic economy.

42%

of young adults are not saving or investing at all. *

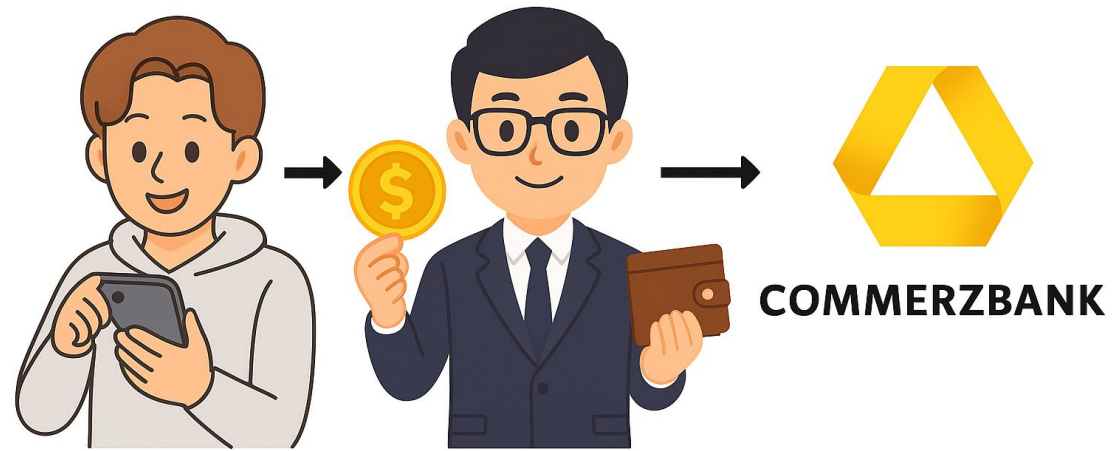
24%

keep their money exclusively in cash, missing growth opportunities. *

[*http://cnbc.com/2024/08/20/young-people-should-aim-to-avoid-these-money-mistakes.html](http://cnbc.com/2024/08/20/young-people-should-aim-to-avoid-these-money-mistakes.html)



Our Approach: InvestQuest



Educational financial
journey for ages 13–17
guided by an AI tutor

Use a virtual capital in the
actual market

Core Concept



The InvestQuest System





Preparation

How to make financial education appealing to young people?



Gamification

- Virtual capital
- Challenges



How can we design a solution to appeal all ages?



Adaptive System

- AI tutor
- System matures
- Individual learning experience





InvestQuest: What makes our app special?

DASHBOARD

- Daily Streak
- Personal Portfolio

LEARN

- Categorized lessons

LEADERBOARD

- Global Ranking
- Weekly Ranking

TRADE

- Realtime Stocks

CHALLENGES

- Badges

InvestQuest



Welcome to Youth Academy

Start your journey to becoming a smart investor! Create your profile to begin.

Your Name

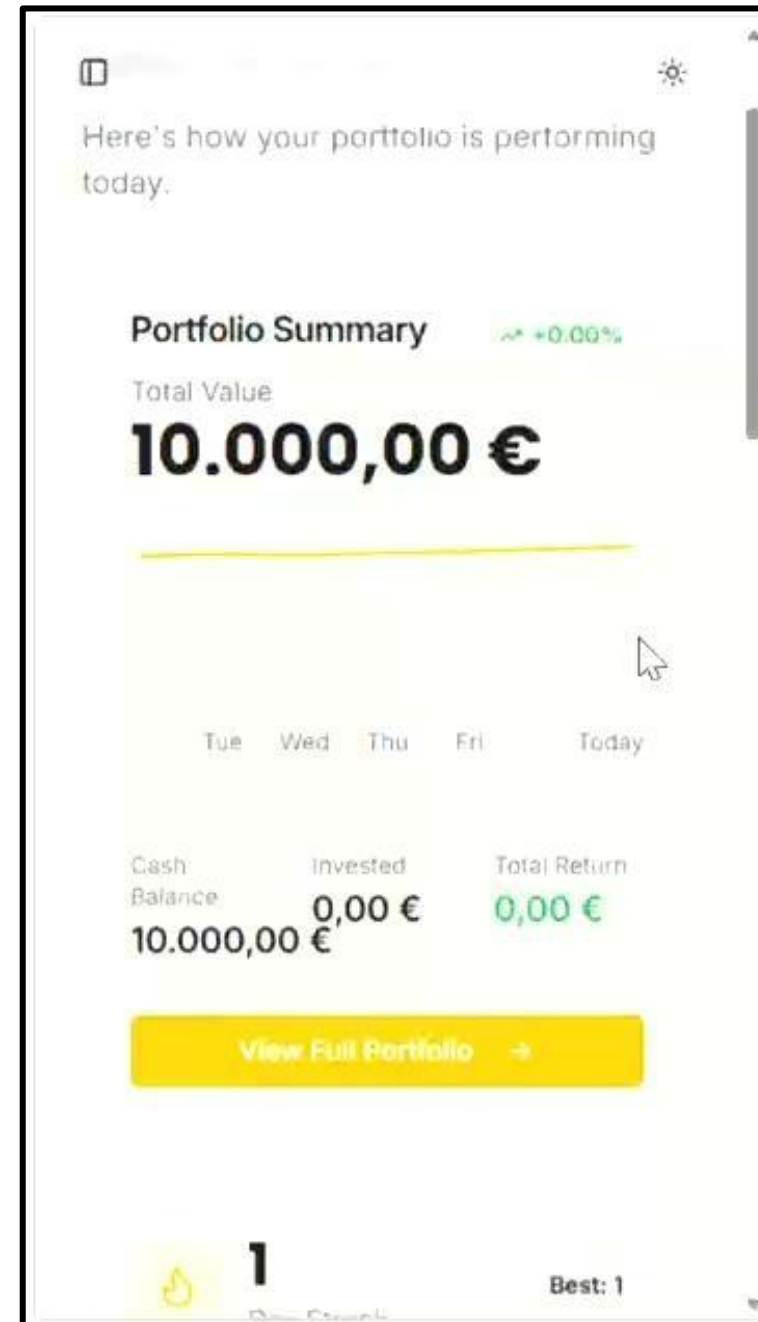
Username

Your Age

Select your age

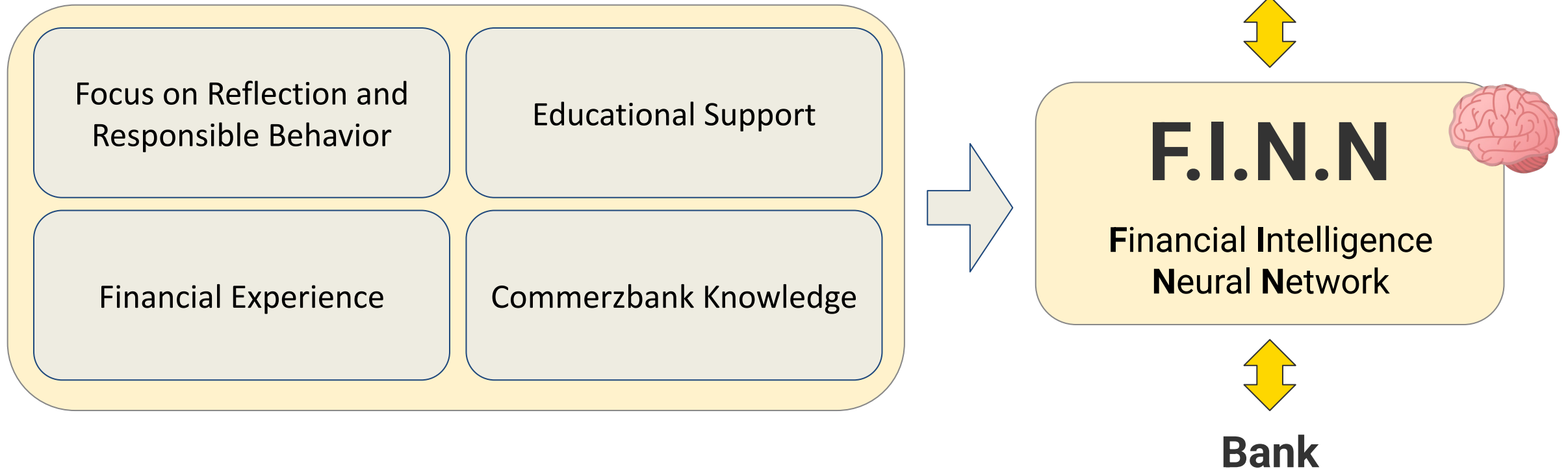
Virtual Starting Capital
10,000.00

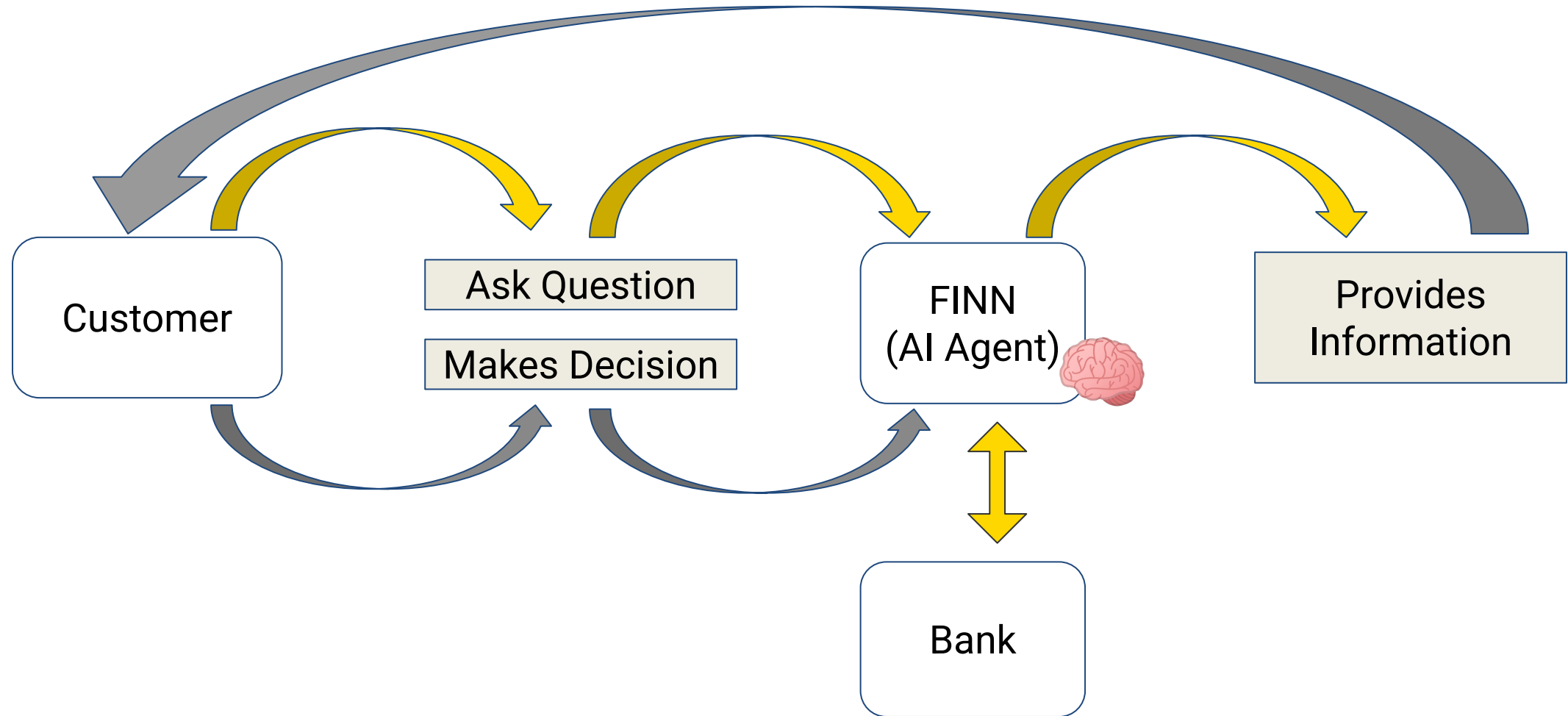
Start Learning!





F.I.N.N.





A Generation of Confident Investors

InvestQuest empowers young people to build lifelong financial skills before money is at stake.

What comes next?

Prototype

Beta Test

Regulatory
Alignment

Launch