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PROJECT № 1726
ACADEMY OF INVESTMENT AND FINANCIAL LITERACY FOR THE WHOLE FAMILY (EXPANSION OF THE ACTIVITY)

REQUIRED AMOUNT OF INVESTMENT:
300 000$

ANNUAL NET PROFIT:
2 076 450$

PROFITABILITY OF INVESTMENT CAPITAL: 208%

INVESTMENT OF PROJECT FOUNDER:
350 000$

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Our social networks

Description: The relevance of studying personal finance in the modern world is due to the growing complexity of financial markets and the need for individual financial planning. The online learning trend reflects technological changes, providing a convenient and accessible way to learn to improve financial literacy in a rapidly changing economy.

The project is an innovative initiative aimed at creating a community of successful and financially literate investors based on modern investment tools and fundamental financial principles. A special feature of the project is the desire to officially consolidate the Finance&Crypto Adviser profession at the global level, expanding knowledge in the field of finance and cryptocurrencies. The project also includes the implementation of socially significant initiatives and support of children's dreams, demonstrating high social responsibility.

This unique project has a huge base in **10,000 potential clients**. Experts offer training in three languages: English, Russian and French, thanks to which more than **1,000 people** from different countries have been trained.

An important aspect is the development of financial strategies that are relevant even after 50 years, facilitating the transfer of values from generation to generation. The project also focuses on increasing financial confidence among women, supporting equality and strengthening their role in the financial world.

The founder invested $350,000 in the project. The project has been operating since 2020.

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Market Need:
Key project market parameters:
SAM (Serviceable Available Market) - 693 million/year;
SOM (Serviceable & Obtainable Market) - 139 million/year;
The market dynamics is 49% / year.

Advantages of the project: There is an acute problem of lack of qualified specialists in the finance and cryptocurrency markets. Many of the current experts in this field are self-taught, which creates a need for systematic and officially recognized training. In this context, the project presented by our team stands out for its unique approach and ambition. We have brought together outstanding specialists, which makes their team one of the most ambitious on the market.

One of the key features and advantages of this project is the provision of certification opportunities for specialists in the field of finance and cryptocurrency. This innovation will raise the professional level of experts, ensuring that they have the necessary knowledge and skills to work in this fast-growing field. This certification will be the first of its kind, providing project participants with a unique advantage and helping to raise industry standards.

Thus, this project occupies an important niche in the market, offering not only training and professional development, but also official recognition of the qualifications of specialists, which makes it especially relevant and in demand in modern conditions.

About the Founder and the team:
Elena Kozar, a bright and purposeful leader, is the founder of an innovative project in the field of finance. Under her leadership, a dynamic and multifunctional team was formed that sets itself ambitious goals.

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Required investment amount: 300 000$

NAME	AMOUNT, $
Marketing	200 000
Operating expenses for 6 months	100 000
Total	**300 000**

Data on potential earnings for the year:

NAME	AMOUNT, PCS.	COST, $	AMOUNT, $
Selling via social media networks	2 058	1 325	2 726 850
Total			**2 726 850**

Data on potential expenses for the year:

NAME	AMOUNT, $
Variable expenses	24 000
Technical support	2 400
Fixed expenses	331 200
Marketing	292 800
Total	**650 400**

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- Annual income: **2 726 850 $**
- Annual expenses: **650 400$**
- Net profit per year: 2 726 850 $ – 650 400$ =**2 076 450$**
- Profitability of investment capital:

$$\mathbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \text{ x Investor's share x } \mathbf{208\%}$$

Distribution of shares:
30% - investor and **70% -** founder.

The founder is ready to invest from his profits for further development and expansion of the business.