

Business Proposal for “ATTENTION”

Private Investing Messenger App

"Attention" is an innovative Private Investing Messenger App designed exclusively for sophisticated investors who value privacy and direct communication channels with their business partners. This app aims to revolutionize how private investors interact, enabling them to manage their communications more efficiently and securely. Our slogan, "All you need is Attention and Attention is all you need," encapsulates our commitment to providing a focused, exclusive platform for high-level investing discussions.

Objective: The primary goal of the "Attention" app is to establish an exclusive club for high-net-worth investors seeking a private and uninterrupted communication venue. This platform will cater specifically to the needs of educated, discerning investors who require confidentiality and direct access to their peers and advisors without the noise of traditional social media.

Target User: Our target demographic is highly educated investors who are actively engaged in private and institutional investment activities. These individuals appreciate the value of discrete, secure communication channels and are looking for tailored solutions that mainstream messaging applications cannot provide.

Product Overview:

"Attention" will offer the following unique features:

1. End-to-End Encryption: Ensuring that all communications remain confidential and secure.
2. Exclusive Membership: Access is granted through an invitation-only system, maintaining the exclusivity and privacy of the network.
3. Custom Communication Tools: Tailored features such as message scheduling, important message pinning, and investment news integration.
4. Poll Game: An interactive feature where members can prospect market trends (up or down) collectively. This utilizes collective intelligence to provide a clue for market prediction, enhancing decision-making for investors.

Team:

- David Nam (Project Manager): SNU (MBA), PSU (BA, Communication Major); formerly worked at Kakao Ent.
- Sean Jung (Business Developer): SNU (Education Major)
- Ehan Kim (Contents Provider): SNU (Business Administration Major)

- Dominic Kim (Contents Provider): SNU (Business Administration Major)
- Eric Kim (UX Designer): SNU (Design Major)

User Acquisition Plan:

To effectively grow our user base, we plan to specifically target alumni networks from prestigious institutions, leveraging their strong community ties and high concentration of potential investors:
Seoul National University Alumni: Starting with a focus on South Korean markets, where our network is strongest.

Harvard University Alumni: Tapping into one of the largest and most influential alumni networks in the world, known for its extensive financial sector involvement.

Oxford University Alumni: Engaging with a global network of professionals who are often leaders in finance and business.

Market Strategy: Our marketing strategy will focus on networking within financial districts, partnerships with investment firms, and digital marketing campaigns targeted at online communities of professional investors. We will leverage existing relationships in the financial sector to initiate an exclusive launch event aimed at key influencers within the investment community.

Financial Projections and Funding Requirements:

We are seeking an initial funding of \$1 million to cover the development of the app, ensure robust security certification, and fund aggressive marketing strategies. Additionally, part of the funding will be allocated to securing a business license in Singapore, a strategic choice given its reputation as a global financial hub. This initial phase is aimed at setting the foundation for our ultimate goal of transitioning into a hedge fund firm, utilizing the app's network and capabilities as a springboard for our broader investment activities.

Conclusion:

The "Attention" app is strategically positioned to bridge a critical gap in the private investment market by providing a secure, sophisticated communication tool tailored specifically for the discerning investor. With unique features designed to enhance user experience and facilitate effective communication, "Attention" promises to not only fulfill the demands of its exclusive user base but also transform the landscape of investment communications. By focusing on privacy, efficiency, and connectivity, the app aims to establish itself as an indispensable resource for private investors worldwide. As we progress towards our ultimate vision of evolving into a hedge fund firm, "Attention" will leverage its innovative platform to shape the future of investment strategies and investor engagement.