18-19 January 2016 in Bratislava

FINANCIAL PROMOTING & ST ABILITY AWARENESS

PROFIT

PROMOTING FINANCIAL AWARENESS & STABILITY
AIM for citizens and other market participants

- *To promote the financial awareness*
- *Improve the financial capabilities of individuals and groups*

**PERSONAL IMPACT on FINANCIAL BEHAVIOUR**

- Promotion of more responsible and prudent patterns of behaviour

**SOCIETAL IMPACT on OPEN DEMOCRACY**

- Support the more active forms of participation and citizenship
Technology Advancements of PROFIT

- **Personal financial educational toolkits**
  - Available to broad public

- **Crowdsourcing tools**
  - Process financial data and extract and present collective knowledge

- **Advanced forecasting models**
  - Exploiting the market sentiment in order to identify market trends and threats

- **Novel personalized recommendation systems**
  - Supporting financial management according to the user’s profile

- **Reputation-based incentive mechanisms**
  - Encouraging the active participation and contribution of citizens
Get personalised recommendations on content/user

Access financial collective knowledge & stay informed

Access financial forecasting models

Get educated via personal finance toolkits

Assess financial knowledge & skills

Get rewards for interacting & contributing

The PROFIT Platform

PROFIT Use Scheme
The Core Consortium
• Consists of 6 core members and 7 associated members

The User Forum Members
• PROFIT stakeholders and experts

The Wider PROFIT Community
• Includes future users of the PROFIT platform

FROM and FOR the COMMUNITY
Target Users

- Experienced users
- Moderate users
- Average users

General public, taxpayers, unemployed, children, students, females, active citizens

Insurance, mortgage/home owners, (potential) investors, first-time buyers

Professionals in financial services, government executives, political party members, employees, trainees
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