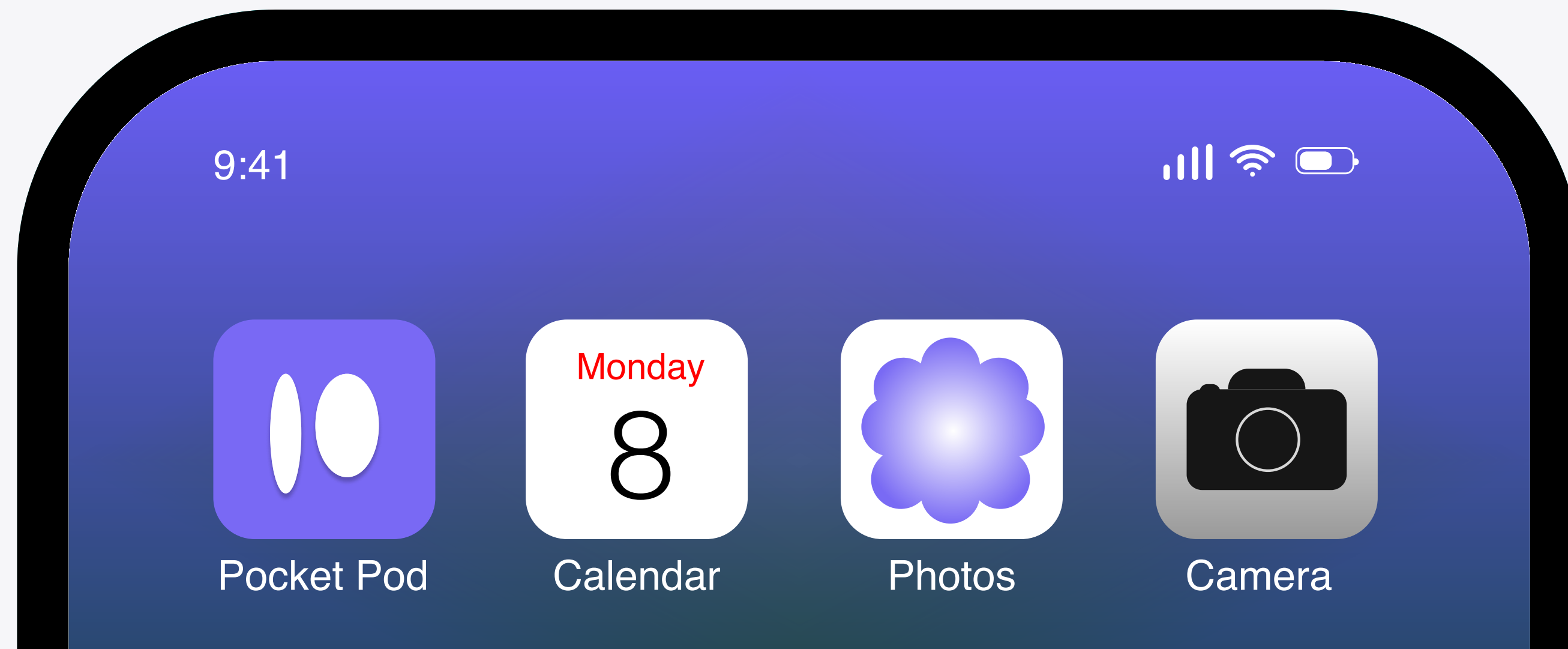
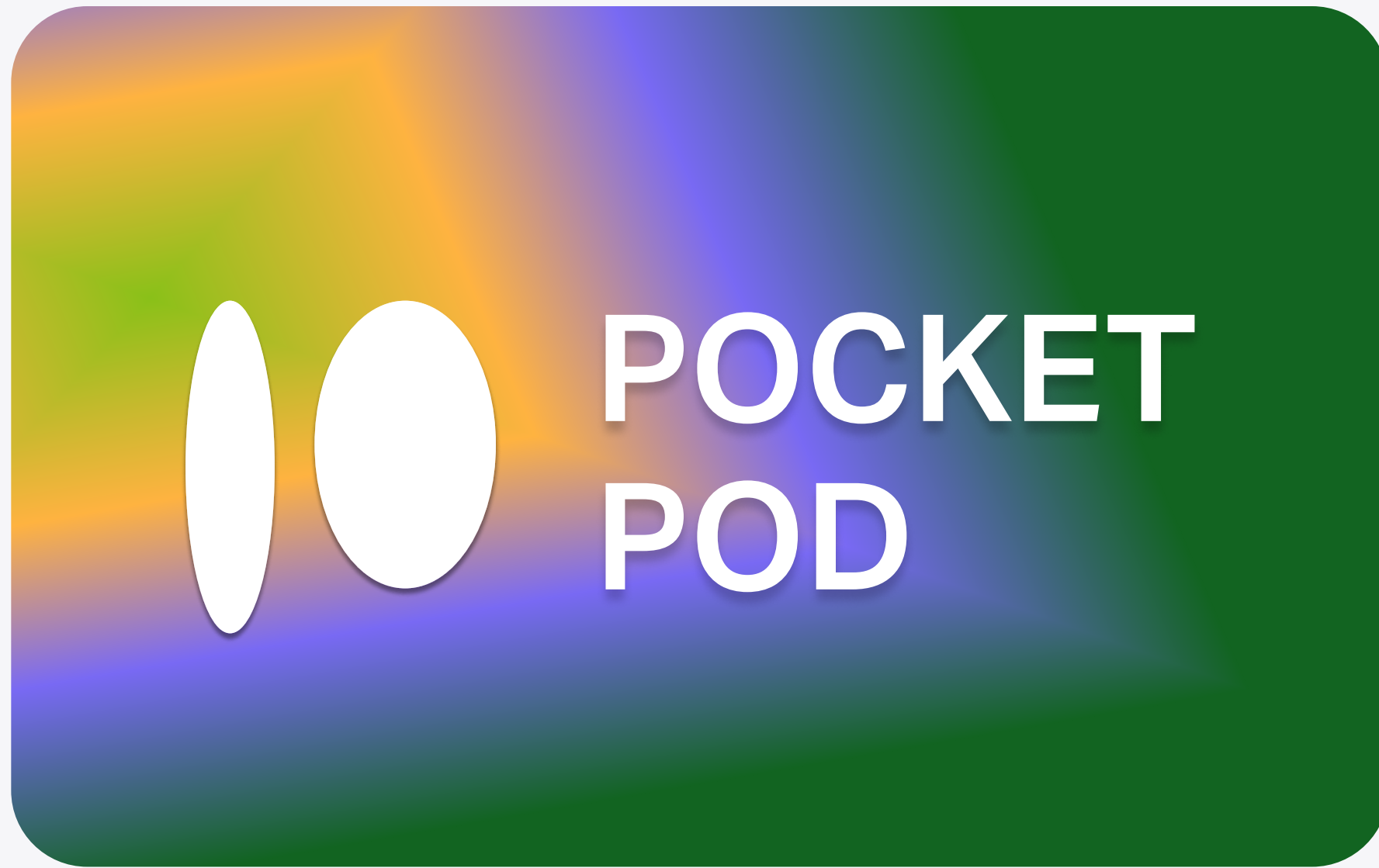




POCKET POD

Pocket Pod is a podcast app designed to engage and educate first-time *investors* through interactive content and one-on-one coaching, helping them build stronger financial literacy.









WATCHING PODCAST

Every week we will launch the new episode for beginner investors about **financial literacy**. The host and guest speaker will discuss about how to be alpha mindset in **stock investment** to support your first investment journey helping young individuals to overcome the **fear of losing money**.



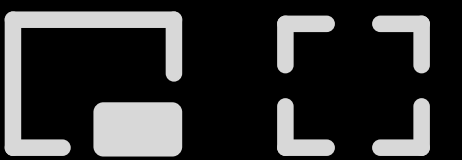
FIND YOUR INVESTMENT MENTOR

Based on your level, Pocket Pod will match you with an **investment mentor**. You can join as a mentee to learn financial tips and **anonymously share your experiences** through the Alpha Mindset Podcast Series.



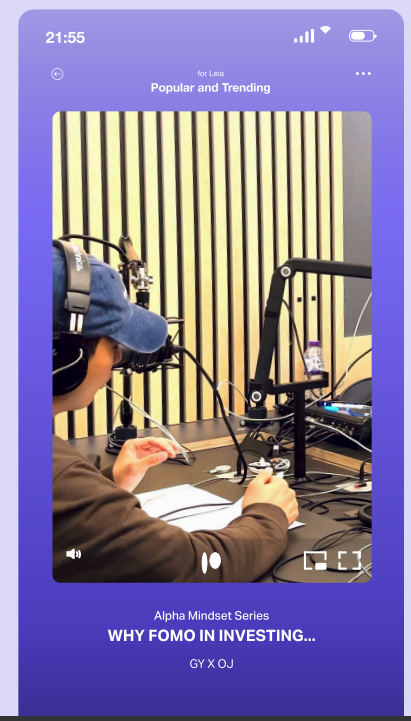
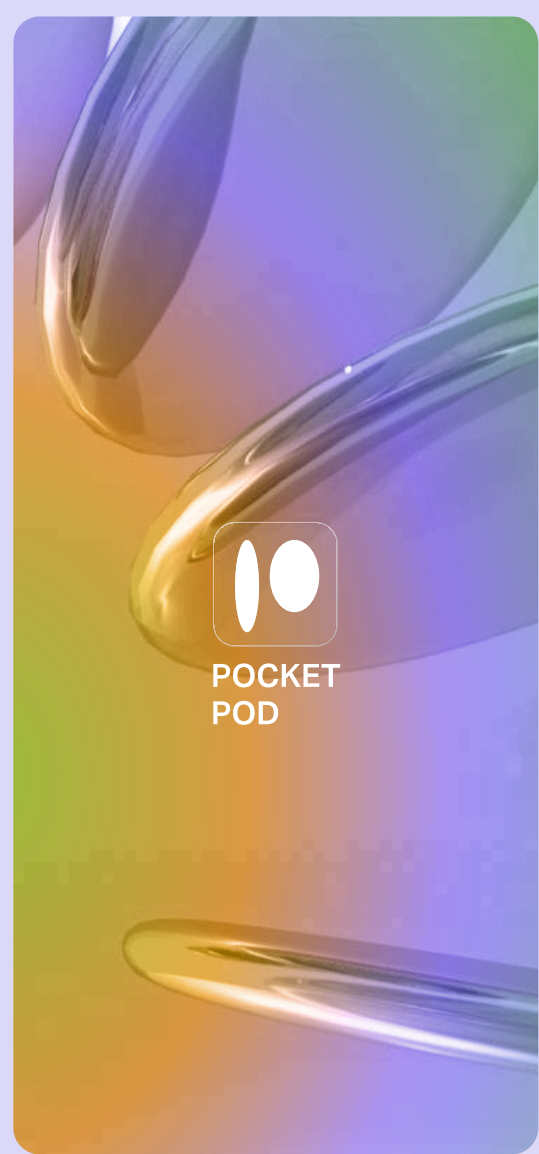
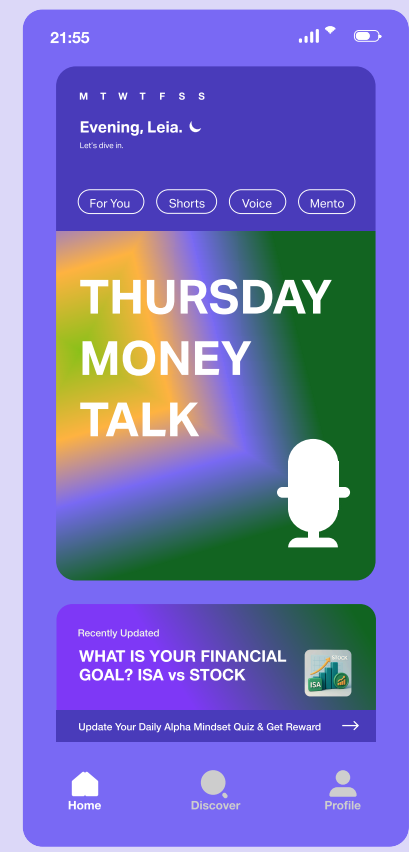
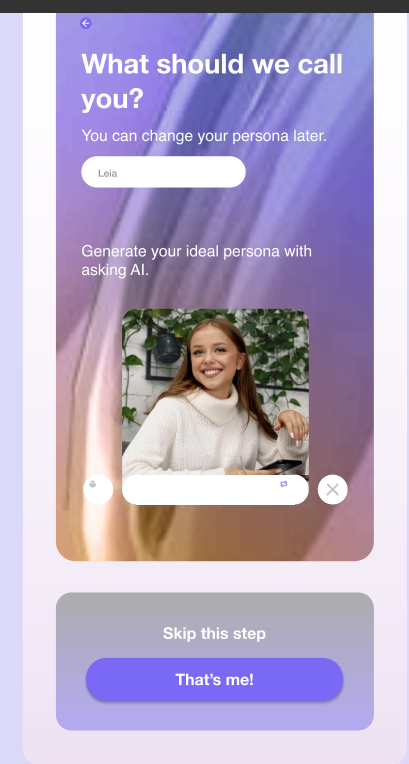
SHARE YOUR PERSONA

Pocket Pod empowers them to share their financial persona simply using AI prompts. After completing **Alpha Mindset** quizzes, users can proudly showcase their growing financial knowledge by sharing achievements with their in-app followers.



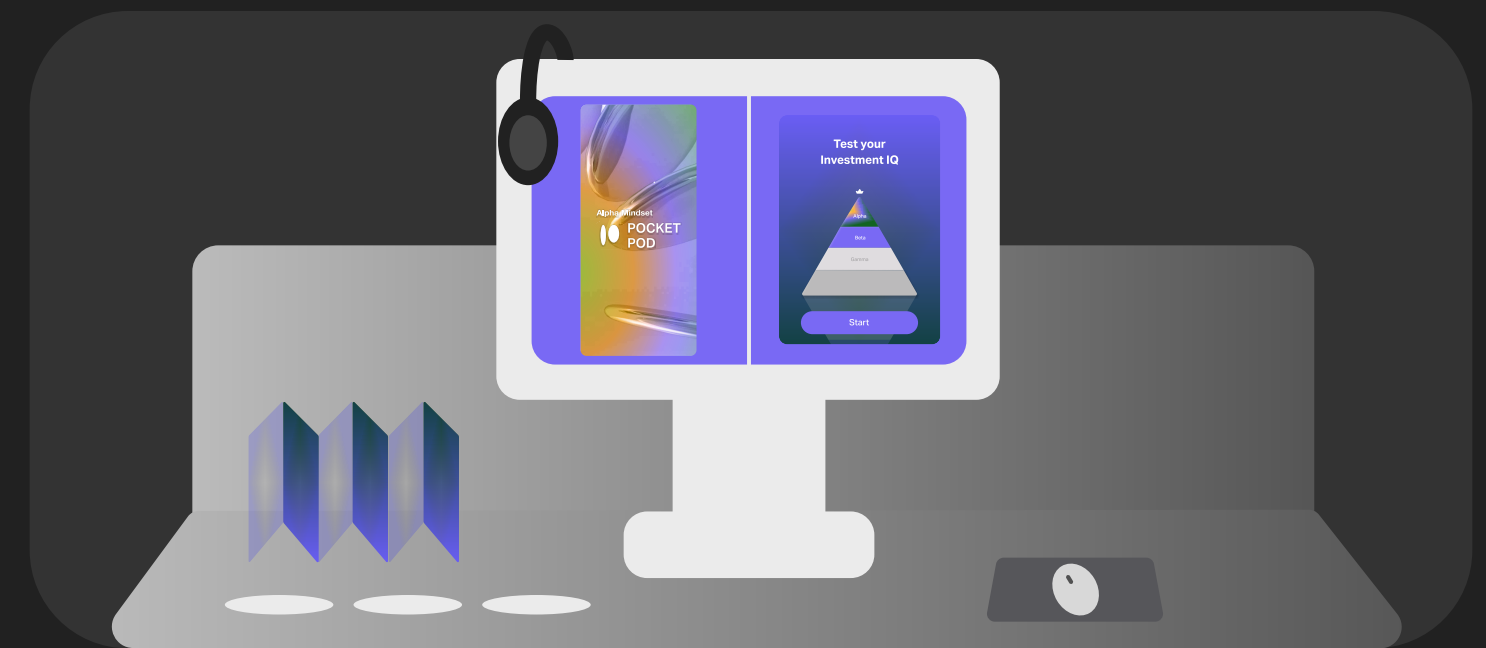


- For You
- Podcast
- Quiz
- Mento



User Research

- Target Audience**
Based on secondary research, the primary age group is 18–34, with a slight male skew (55% male, 45% female).
- Visual Direction**
Gender-neutral, sleek and modern design to appeal broadly while maintaining inclusivity and approachability.
- Credibility Element**
To reinforce the depth of the content, I interviewed stock equity researcher at an global investment bank as part of the film content inspiration.

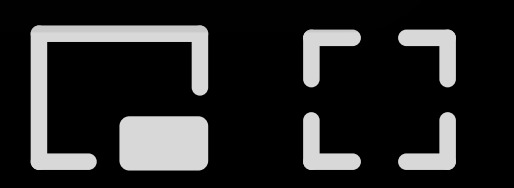


Learn more

Finance

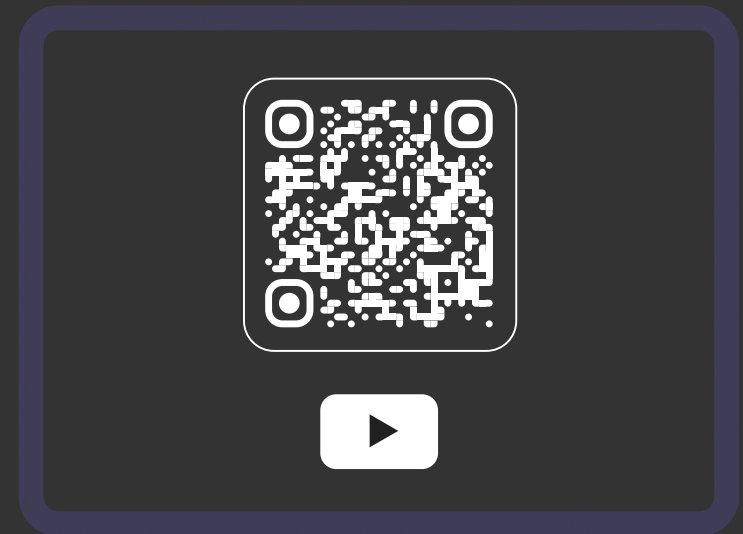
Recently Updated

WHY FOMO IN INVESTING STOCK MARKET





- For You
- Podcast**
- Quiz
- Mento

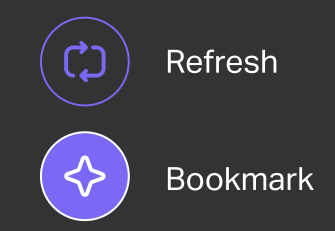
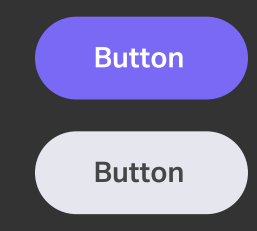


For the Alphas out there — this one's for you.
 Unlock the full potential of your mindset with our full-length episode from the Alpha Mindset series: "Why FOMO Runs the Stock Market"



Components Library

CTA BUTTONS



COLOURS

- Primary Purple
- Secondary Purple
- Main Gradient
- Black Primary

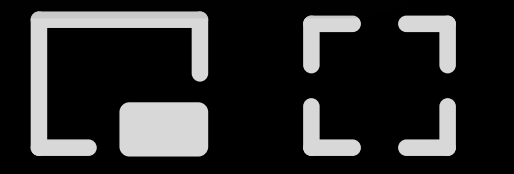


Learn more

Finance

Podcast Recorded

PIRATE.COM





- For You
- Podcast
- Quiz**
- Mento

Test your Investment IQ



Alpha
Beta
Gamma

Start

Test your Investment IQ

Test your financial literacy, because smart investing starts with knowing where you stand.

Beta Lv.

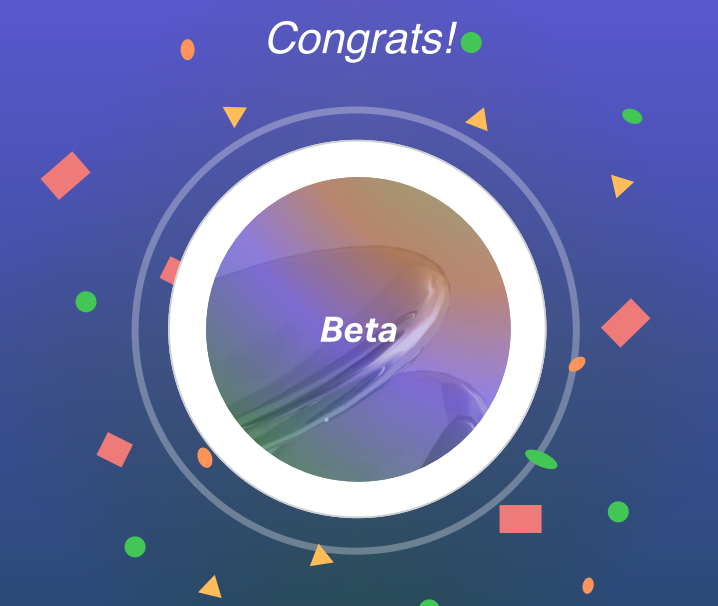
Q. What is the safest way to invest?

- S&P 500
- ISA
- Crypto
- Poker

Beta Level to Alpha Level

Once you complete Beta level, you can challenge for Alpha Level

Congrats!

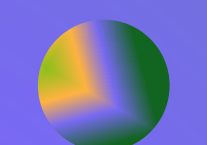


Beta

You are now in **Beta** level!

Confetti Animation with Badge

If success, confetti animation will pop up and you can get your financial level badge.




Upgrade

Leia Kim

Hey Leia,

Set up your persona

Be alpha mindset, follow your persona.



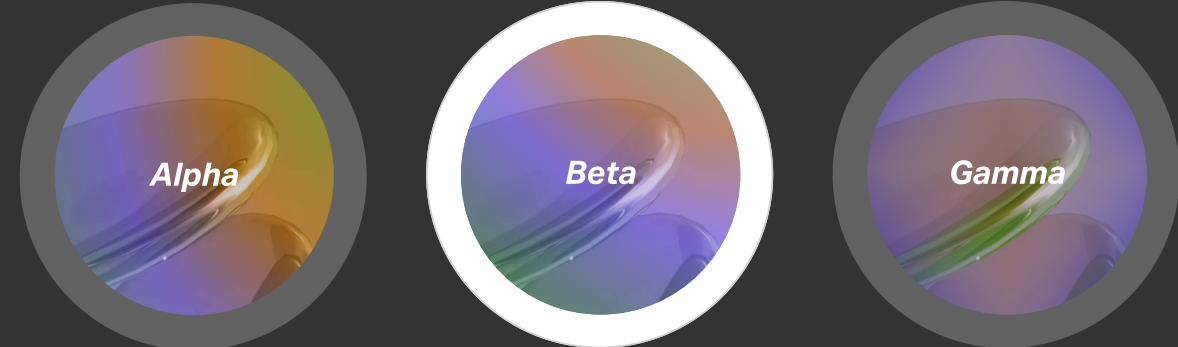
Quiz Hierarchy

Inspired by the socio-sexual hierarchy, we've reimagined it as a Financial Literacy Hierarchy. To reach Alpha Level, users must complete and pass two levels of financial literacy tests.

Each step unlocks exclusive rewards including collectible achievement stickers that mark your progress.

There are three levels with two stages of quiz, Alpha and Beta level, and whoever doesn't surpass the Beta level will automatically located in Gamma Level.

Your Level



Alpha Beta Gamma

Learn more

Finance

Recently Updated

WHAT IS YOUR FINANCIAL GOAL? ISA vs STOCK