FIREkit

All-in-one financial monitoring and asset management service for retail investors

Contact information
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Domain
Personal finances
Wealth Management
Investments
SaaS

Development stage
Validation

Year of establishment
2022

Number of employees
7

Current monthly spending dynamics
200$

Current monthly revenue
0$

Current liabilities
0$

Investors
No outside investors, founders' capital and resources only

MAIN IDEA

Provide retail investors with an easy view of their wealth and comprehensive tools & info to help them manage, track, and analyze their investments to timely achieve financial goals.

PROBLEM

Investors need an intuitive solution that provides crucial data and tools for making informed decisions regarding their holdings. Many people still rely on spreadsheets, which can be inefficient, and often they lack a clear view of overall portfolio performance, while diversified portfolios can be difficult to track across multiple platforms.

SOLUTION / PRODUCT

FIREkit provides retail investors with a variety of tools to track their investments, analyze portfolios, set goals & rebalance portfolios, and also forecast performance. It helps people to achieve financial goals and independence through structured information and an opportunity to assess different projections of the capital growth in the future.

BUSINESS MODEL (SaaS)

User subscription: $6

# of retail investors in Europe: ~35M

# of financial advisory firms in Europe: 250K (100 clients per firm)

B2B: (# of financial advisory firms) * (number of clients / per advisory) * (users subscription) ~ **$120M**

B2C: (# of retail investors) * (users subscription) ~ **$210M**

COMPETITORS AND ADVANTAGES

Competitors	Our advantages
Kubera (USA)	Pricing based on maturity, advanced analytics, forecasting module, UI
Personal Capital (USA)	Advanced analytics, external financial advisories support, better pricing, lower entry level for paid services
Snowball Analytics (Russia)	Advanced analytics, external financial advisories, forecasting module, better pricing in Europe and USA
Spreadsheets	Ready to use solution, advanced analytics, UI, financial advisories support, advanced security, expertise, forecasting

ROADMAP

May 2023 - External financial advisories support and paid subscription

Jul 2023 - Product extension and paid subscription for users

Aug 2023 - Expansion to the UK market and potentially testing penetration into some other markets

TEAM/EXPERIENCE

Dmytro Zhykin - 8+ years in Software Engineering and Architecture. Has practical experience in designing and developing complex enterprise systems. Has a failed startup in Ukraine in the past. Retail investor.

Roman Koshovskyi - 5+ years in Business Analysis and Product Management (multiple domains), an investor with experience and background in International Economics, Finance, and Investing domains. Lectures on Personal Finance & Investments, and participates in many conferences/events related to opportunities for retail investors in Ukraine and around the world.

Olesya Zhykina - 8+ years in Software Quality Assurance. Leading QA teams, developing quality strategy, establishing quality processes, and functionality verification.

Bohdan Simianyk - 8+ years in Software Engineering. Design architecture of enterprise applications, and integrate them with clouds. Implement security mechanisms based on best practices. Retail investor.

Anna Holishevska - 6+ years in UI/UX Design. Leading a design department, spanning a vast number of UI/UX projects, and design coaching. Experience in Healthcare, Financial, and Real Estate domains.

Volodymyr Zeleniuk - 4+ years in Software Engineering. Front-end development and UI design for enterprise and product companies.

Viacheslav Kotsiuba - 5+ years in Software Engineering. Full-stack development of enterprise applications, mentoring, and coaching young developers. Retail investor.