

BEARS & BULLS

Investing Simplified

Brochure

332:452:01 Software Engineering

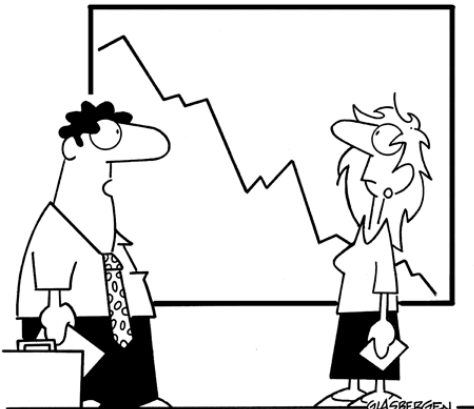
GROUP 6

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Investing simplified

Investing has long been the activity of the wealthy. The advent of the discount broker has lowered the barriers of entry so that almost anyone can become an active participant in the stock market. Nevertheless commission costs, the risk of losing money, and a lack of capital can still drive off would-be investors.

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"We could tell them it's a crack in the projector lens."

Bears & Bulls strives to remove these remaining deterrents by simulating a discount broker and allowing users to practice investing in a risk free environment. Most importantly, in keeping in line with what the investor wants, Bears & Bulls will simulate the real-life stock market.

The System

Bears and Bulls is easy to use and has a simple learning curve. Data is presented clearly and the user's view is immediately drawn to the center of the screen.

All user data is stored in the Bears and Bulls database. There are copies of every record in case of system failure and data can only be modified by the system, preventing cheating.

Bears and Bulls has a common aesthetic theme and any two pages are separated by no more than 4 links, making the application easy to navigate.

Bears and Bulls is platform independent and runs equally well on Windows, Mac and UNIX based systems. It also has a consistent appearance between browsers.

Bears and Bulls requires minimum maintenance and should maintain function in the event of changes to Facebook's API.

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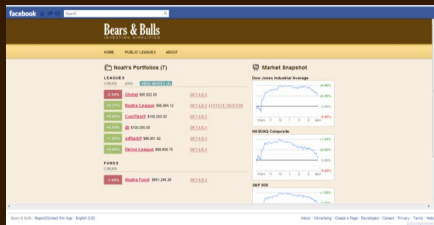


Website

<https://apps.facebook.com/bearsandbulls>

Features of Bears and Bulls

Facebook access: Users can register an account with their Facebook profile.



Research: Users can research stocks and obtain quotes. They can cull stock symbols by specific exchange, sector and industry. For a specified stock, Bears and Bulls provides charts and technical information that might help the investor decide whether to invest or not.



Order placement: Users can place orders by filling out an order ticket. They can specify order type, stock symbol, quantity, price type and term.

The screenshot shows an 'Order Form Prototype' on the Bears & Bulls website. The form is titled 'Order Form Prototype' and 'Commission Fee is 10 Dollars'. It contains several input fields: 'Symbol' (with a dropdown menu), 'Quantity' (with a dropdown menu), 'Order Type' (with a dropdown menu), 'Term' (with a dropdown menu), 'Price Type' (with a dropdown menu), 'Limit Price', 'Stop Price', 'Trailing Stop \$', and 'Trailing Stop %'. There is a 'Submit Ticket' button at the bottom right of the form.

Database: A database contains a record of all user portfolios and transactions and includes league rankings.

Market liquidity: Bears and Bulls simulates market liquidity when trading high volumes of

stocks using a price adjusting algorithm.

Leagues: Users can create leagues and specify settings: public or private, starting balance, allowed sectors of industry, trading on margin, investing in funds and duration of league.

The screenshot shows a 'Stock Portfolio' table on the Bears & Bulls website. The table has columns for 'Ticker', 'Last Price', 'Quantity', 'Price Paid', 'Mkt. Value', 'Total Gain', and 'Day's Gain'. It lists three stocks: 'A', 'B', and 'C'. Below the table, there's a 'Cash Balance' section showing a value of 3,743.94. At the bottom, there's a 'Fund Investments' section with a table showing investments in 'Aqua's Fund', 'Panda's Fund', and 'Futaba's Fund'.

Ticker	Last Price	Quantity	Price Paid	Mkt. Value	Total Gain	Day's Gain
A	42.97	100	42.45	54,370.00	+401.50	652.00
B	9.97	1000	9.95	9,970.00	-20.00	-240.00
C	2.28	10000	2.31	22,800.00	-300.00	77.00

Cash Balance: 3,743.94

Fund	Initial Investment	Current Worth	Reclaim
Aqua's Fund	10,000.00	10,000.00	Reclaim
Panda's Fund	5,000.00	5,000.00	Reclaim
Futaba's Fund	10,000.00	9,971.14	Reclaim

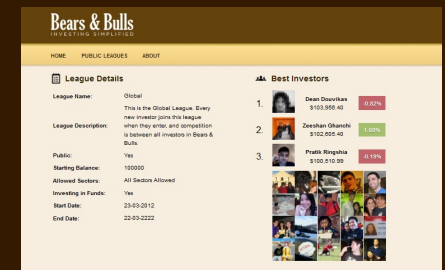
New Features

Funds: Users can create mutual funds or hedge funds and specify settings such as maximum margin ratio, what type of trades are allowed and who can invest. If given permission by the fund manager, users can invest in these funds provided their league allows it.

The screenshot shows an 'Invest in a Fund' form on the Bears & Bulls website. The form is titled 'Invest in a Fund' and contains two main sections: 'Mutual Funds' and 'Hedge Funds'. The 'Mutual Funds' section lists several funds: 'Will Fund', 'Cubababab', 'Hedgetest', 'Omaka Fund', 'Futaba's Fund', 'Aqua's Fund', 'Panda's Fund', and 'Futaba's Fund'. The 'Hedge Funds' section lists 'Aqua's Fund', 'Panda's Fund', and 'Futaba's Fund'. There is an 'Amount to Invest' field with a value of 1000 and a 'Display Name' field with a value of 'Yes'. At the bottom, there is an 'Invest in Fund' button.

Trades on Margin: The system supports trading on margin for hedge funds; an initial and maintenance margin is required for assets purchased on margin. Positions that fall below maintenance margin are automatically exited and the user is notified.

League Rankings: For each league they are in, investors can now view league rankings and see how they are doing compared to the other members of the league.



Message Board: On the league rankings page for each league there is a message board where league participants can share investing tips, announce investments and brag about their returns.



Redesigned Look: Many of the pages have been altered to improve the overall user experience.

The screenshot shows a 'You're Invited!' message for a 'Demo League' on the Bears & Bulls website. The message is titled 'You're Invited!' and 'Demo League'. It contains two buttons: 'JOIN' and 'DENY'.

