

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.



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.

Order Form Prototype
Commission Fee is 10 Dollars

Symbol: A
Quantity: 1000
Order Type: Buy
Term: Good for 60 Days
Price Type: Market
Limit Price: _____
Stop Price: _____
Trading Stop \$: _____
Trading Stop %: _____

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.

Stock Portfolio

Ticker	Last Price	Quantity	Price Paid	Mkt. Value	Total Gain	Day's Gain
AA	42.97	100	42.45	\$4,297.00	+40.00	652.00
AMZN	1.97	1000	1.98	\$1,970.00	-20.00	-240.00
BBK	2.28	10000	2.31	22,800.00	-300.00	710.00
FB	17.23	1000	18.31	17,230.00	-1,082.00	-40.00

Cash Balance: 3,743.94

[View Transaction History](#)
[View Pending Orders](#)

Fund Investments

Fund	Initial Investment	Current Worth	Return
Amer's Fund	10,000.00	10,000.00	Return
Praxis Fund	5,000.00	5,000.00	Return
Futalga	10,000.00	9,971.14	Return

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.

Invest in a Fund

Funds

- Will Fund
- Elizabethal
- Hedgefund
- Praxis Fund
- Omega Fund
- Exallion
- Bases
- Trust 2000s
- Praxis Fund
- Amer's Fund

Amount to Invest: 1000

Display Name: Yes

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Mutual Funds
One of the main advantages of mutual funds is that they give small investors access to professionally managed, diversified portfolios of equities, bonds and other securities, which would be quite difficult or not impossible to create with a small amount of capital. Each shareholder participates proportionately in the gain or loss of the fund. Mutual fund units, or shares, are issued and can typically be purchased or redeemed as needed at the fund's current net asset value (NAV) per share, which is sometimes expressed as NAVPS.

Hedge Funds
For the most part, hedge funds (unlike mutual funds) are unregulated because they cater to sophisticated investors in the U.S. laws require that the majority of investors in the fund be accredited. That is, they must earn a minimum amount of money annually and have a net worth of more than \$1 million, along with a significant amount of investment knowledge. You can think of hedge funds as mutual funds for the super rich. They are similar to mutual funds in that investments are pooled and professionally managed, but differ in that the fund has far more flexibility in its investment strategies.

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.

