

Startup InvestingNote to promote financial literacy

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INVESTING Note Pte Ltd, which provides free crowd-sourced information on retail investing through its social network site, hopes to establish itself as a platform through which remisers can share their investing knowledge.

Its website, www.investing-note.com, aims to foster interaction among retail investors in Singapore and the region, and so raise their financial literacy. Information available there includes stock price estimates, company studies and research reports; users also have access to charting functions for technical analysis and market data from regional stock exchanges.

The founder and chief executive of Investing Note, Shanison Lin, said: "We are working with The Society of Remisers Singapore to tap the knowledge and expertise of its trading-representative members, who may be interested in establishing their foothold in the social media space."

Investing Note Pte Ltd is an associ-

ate company of Singapore Press Holdings subsidiary ShareInvestor.

The website, supported by the National Research Foundation's micro-funding programme, iJAM Reload, positions itself as a "new-generation online forum – designed for investors to exchange investment ideas and access financial insights and information".

The site, launched in August 2014, now has 4,500 registered users, including a pool of seasoned investors.

It has been evaluating them and awarding them user badges, which entitles them to make forecasts and share their knowledge; the site allocates them "reputation points" when they gain new followers, garner "likes" for their posts or have their posts shared by users.

The points system offers users a way to gauge these experts' credibility and quality of posts.

Signing up for an account is free; users can access the platform via its mobile app as well. The Android version of the app, InvestingNote, is available for download at the Google Play store; the iOS version of the app is due out next month.

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