

ARTS

THE ART OF TRADING

FINFLUENCER INVESTING

FRANTIŠEK MICHALOVICH

2021
1/3

TRADINGU
NA U.S. MARKET

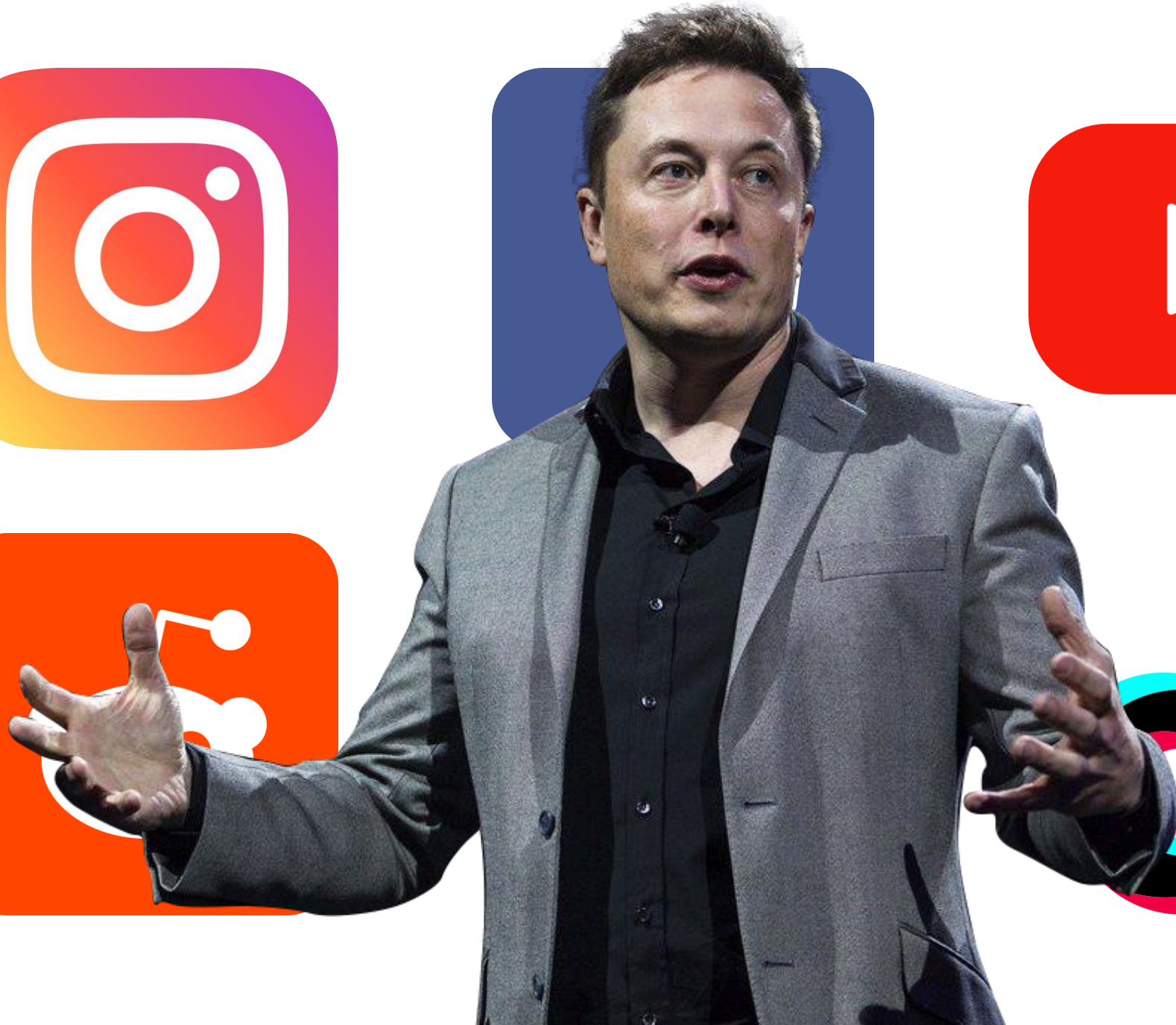
TVORILI

RETAILOVÍ

INVESTORI

CEZ APPS





2017

35.6M USERS

2021

CEZ 150M USERS



**ZA ROK 2020
PRIBUDLO VIAC AKO**

10

**MILIÓNOV
INDIVIDUÁLNYCH
INVESTOROV**

BEZ

**ODBORNÉHO
PORADENSTVA**







GameStop
POWER TO THE PLAYERS®



USER-FRIENDLY APPS

FAST ADVICE

KEEP IT SIMPLE

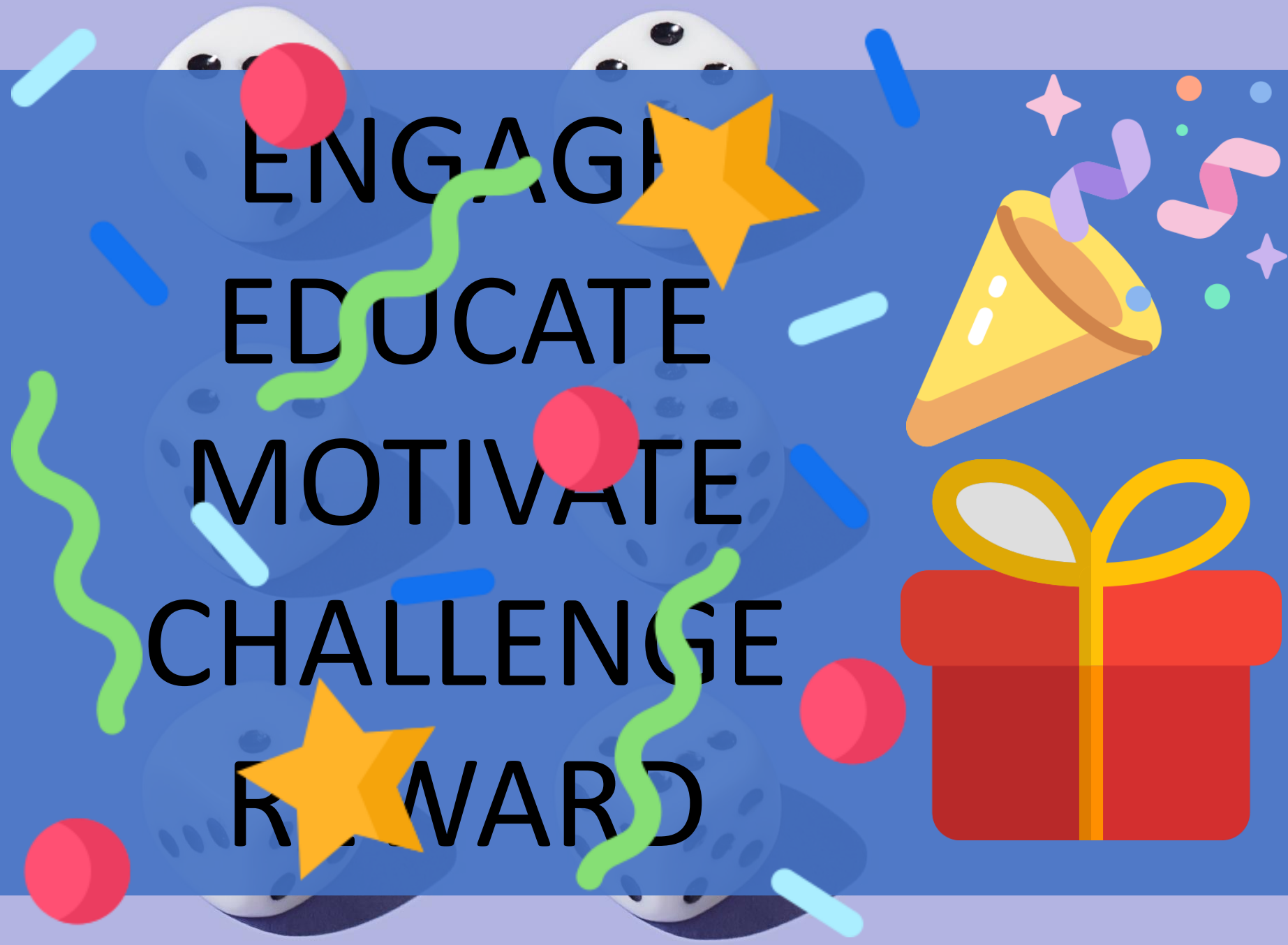
ZÁBAVA



GAMIFICATION



ENGAGE
EDUCATE
MOTIVATE
CHALLENGE
REWARD





FOMO

FEAR OF MISSING OUT

RIEŠENIE

TAILOR-MADE AND USER FRIENDLY

RIEŠEŠ ~~**ENIE**~~

NEPODCEŇOVAŤ

NEODMIETAŤ



LIKE. FOLLOW. SHARE. SUBSCRIBE



FRANTIŠEK MICHALOVICH



F.MICHALOVICH@ARTS.CO.AT

+43 676 440 3023