

# The Wealth Pool

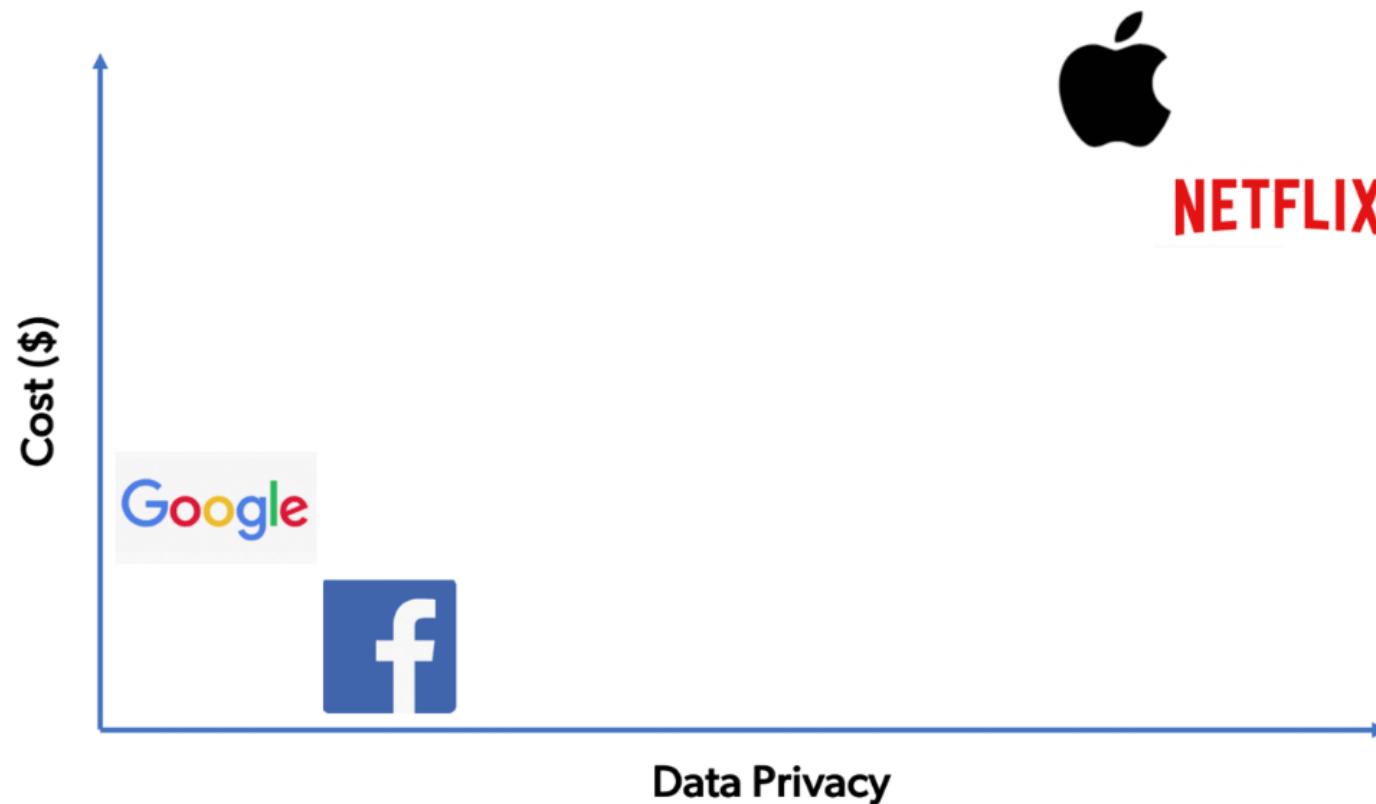
GCSI 2018 and IIT Hackathon

Ed Lamark | Founder & Member | IIT Stuart M.S. '97

« Data Privacy and Wealth Management »

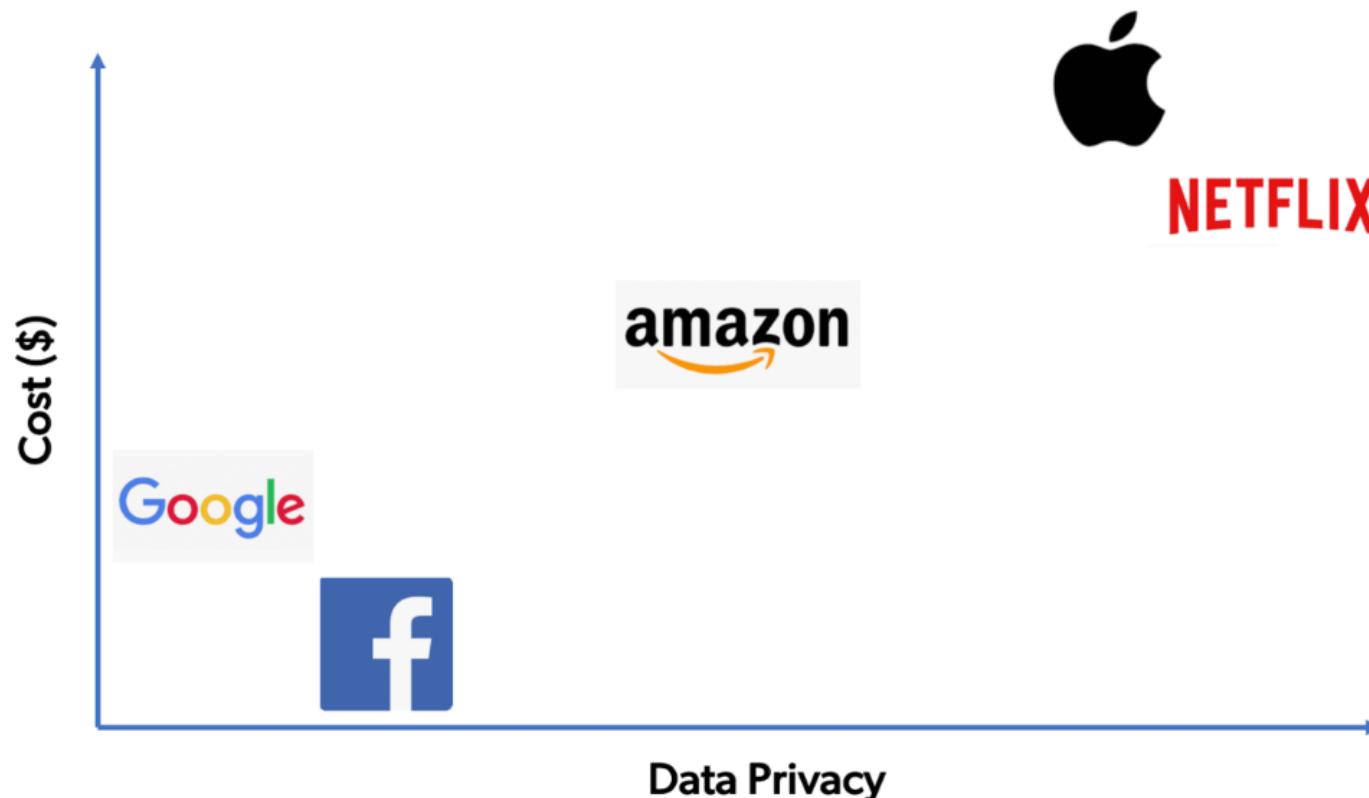
# The Great Tech Divide

If the service is FREE, YOU are the product



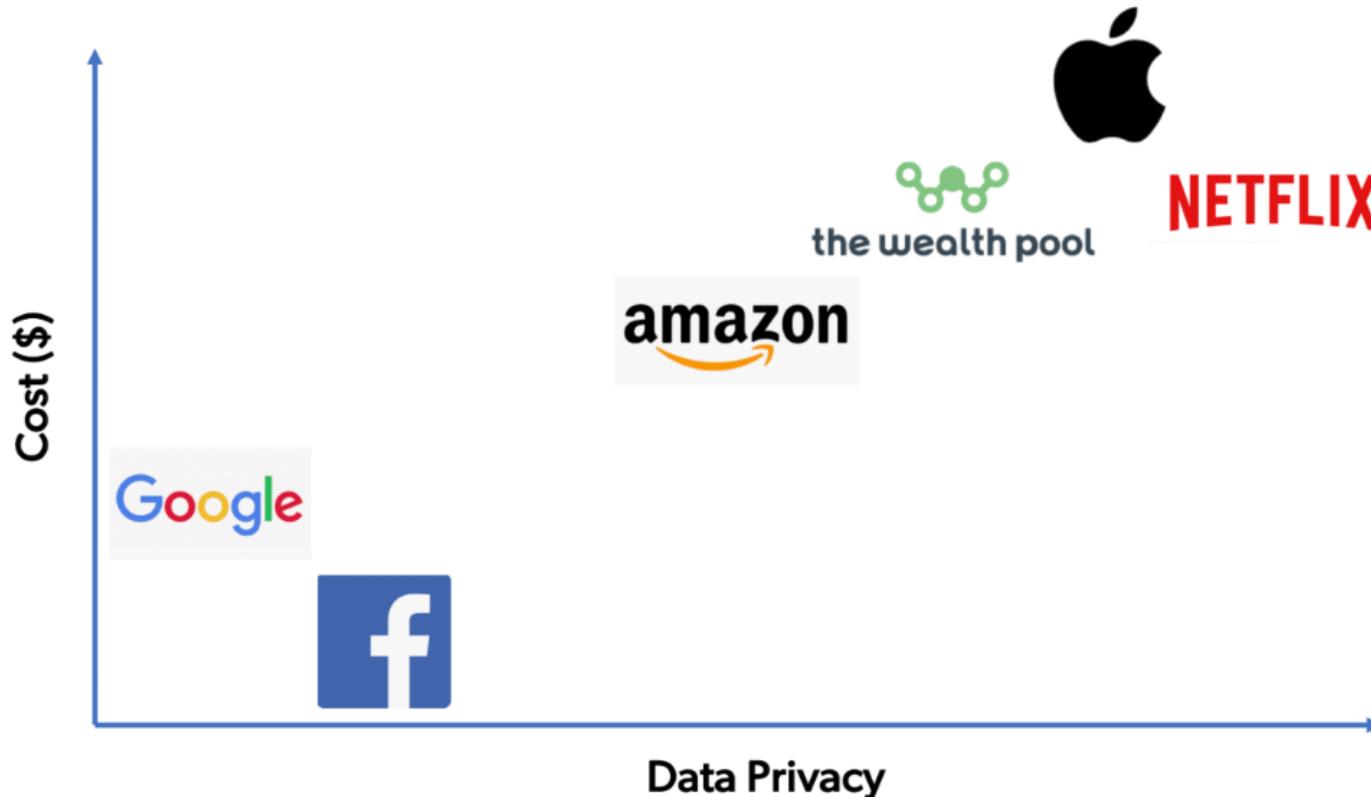
# The Death Star

FREE movies and shipping for \$119/year



# The Wealth Pool (TWP)

Improve your financial well-being through a wealth of DATA



# The Subscription Economy

Consumers increasingly SUBSCRIBE to use products, rather than own them...

|             | Goodbye "Ownership"  | Hello "Usership"          |
|-------------|----------------------|---------------------------|
| Innovation: | Hit products         | Never-ending products     |
| Marketing:  | Big blitz launch day | Ongoing brand experiences |
| Sales:      | Selling products     | Selling outcomes          |
| Finance:    | Unit margins         | LTV                       |
| IT:         | Obsolete systems     | Systems of innovation     |

But users must never forget that they own their DATA!

# Data-Driven Financial Decisions

Technology should help you reach Clarity for Financial Decisions

| Data Requirements | Consumer Willingness(?) |
|-------------------|-------------------------|
| Collect           | Yes                     |
| Analyze           | No                      |
| Organize          | No                      |
| =====             | =====                   |
| "Clarity"         | "Confusion"             |

# The Wealth Pool

## Clarity for Financial Decisions



the wealth pool

WHY THE POOL? WHO'S IN THE POOL? GET IN THE POOL ABOUT US CONTACT US

CLARITY FOR FINANCIAL DECISIONS

 glasses2

BRING YOUR FINANCIAL OUTLOOK INTO FOCUS

Free 1-on-1 Consultation +

# Data-Driven Wealth Management

More technology, less financial advice

Robust Financial Planning

AI-powered Expense  
Management

Insightful Pool  
Comparisons

TWP's three core data-driven solutions to help consumers

# Principals to Data Privacy

The General Data Protection Regulation (GDPR) sets new standards

Anonymity

De-identify users through aggregated & anonymized datasets

Transparency

Disclose data collected and how it is used

Ownership

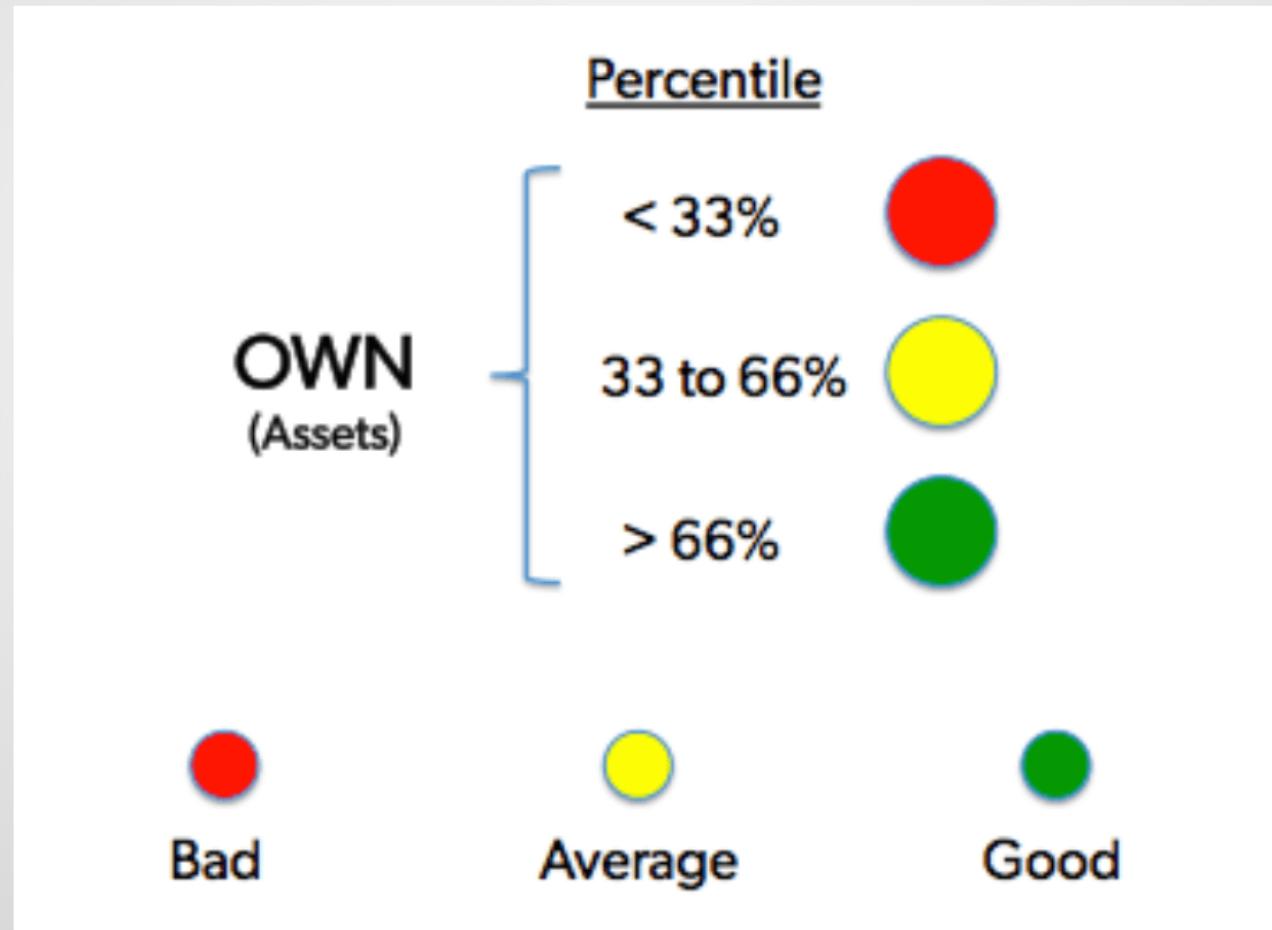
Empower users to access, export, and delete THEIR data

Security

Protect at Network, Application, and Data levels

# Anonymity & Transparency in TWP

Household data is aggregated and anonymized for insightful comparisons



Video: “Pool Comparisons Nov 2018”

# Ownership in TWP

Users must have swift data portability options!

 the wealth pool

My Dashboard **My Finances** My Future My Reports My Accounts

Share with <https://>

Cash Investments Real Estate & Property Household Debt Inflows Outflows

## My Financial Summary

Your household's CURRENT and FUTURE Data Elements are summarized here:

\$ — Identifies linked accounts added here in your finances.

### Cash and Cash Equivalents

[+ Add Linked Accounts](#) [+ Add Account Manually](#)

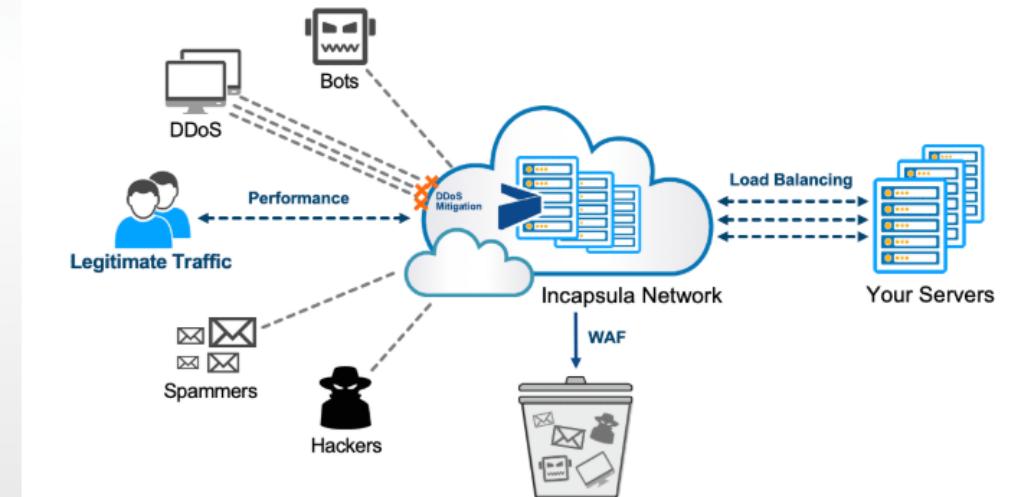
| Description      | Category                 | Amount      | Rate | Start Date | End Date | Action               |
|------------------|--------------------------|-------------|------|------------|----------|----------------------|
| \$ Checking-1792 | Checking                 | \$30,347.43 | 0%   | 11/05/2018 | -        | <a href="#">Menu</a> |
| \$ PayPal        | Web / Mobile App Balance | \$1,282     | 0%   | 11/05/2018 | -        | <a href="#">Menu</a> |
| \$ Venmo         | Web / Mobile App Balance | \$1         | 0%   | 11/05/2018 | -        | <a href="#">Menu</a> |

Export Accounts [Export Projections](#)

Video: “Export Accounts”

# Security in TWP

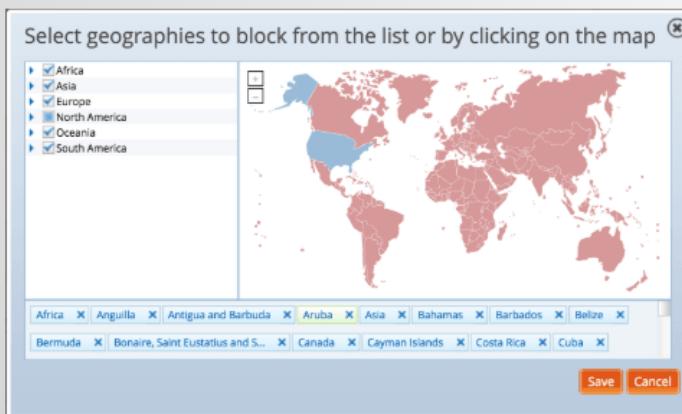
Protect at the Network, Application and Data levels



TWP employs the Incapsula Web Application Firewall (WAF)

# Traffic Blocked from Outside the U.S.

TWP is technically GDPR compliant via Geo-location restriction.



Select geographies to block from the list or by clicking on the map

- Africa
- Asia
- Europe
- North America
- Oceania
- South America

app.thewealthpool.com - Access Denied

Error code 16

This request was blocked by the security rules

2018-04-16 09:07:45 UTC

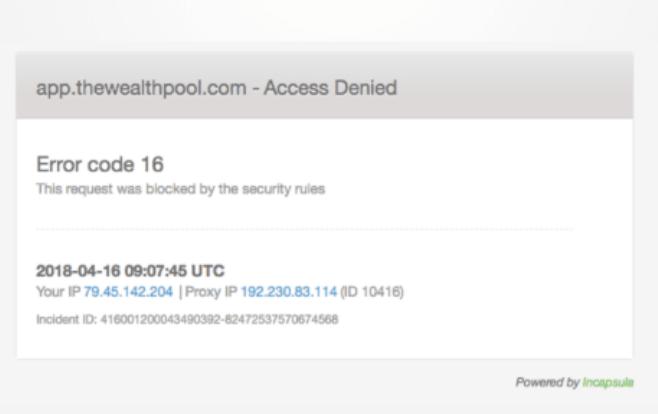
Your IP 79.45.142.204 | Proxy IP 192.230.83.114 (ID 10416)

Incident ID: 416001200043490392-82472537570674568

Powered by [Incapsula](#)

Save Cancel

U.S. users only (for now)!



app.thewealthpool.com - Access Denied

Error code 16

This request was blocked by the security rules

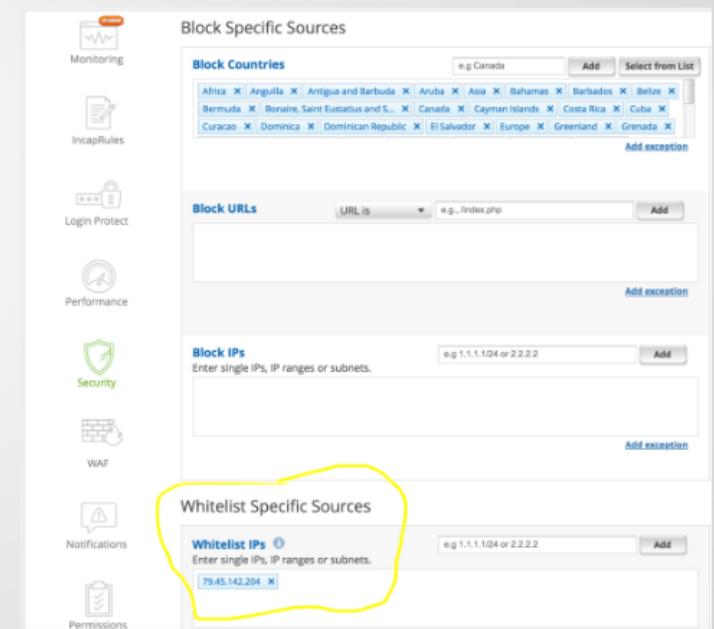
2018-04-16 09:07:45 UTC

Your IP 79.45.142.204 | Proxy IP 192.230.83.114 (ID 10416)

Incident ID: 416001200043490392-82472537570674568

Powered by [Incapsula](#)

Access Denied! The WAF works.



Block Specific Sources

Block Countries

Africa ✖️ Anguilla ✖️ Antigua and Barbuda ✖️ Aruba ✖️ Asia ✖️ Bahamas ✖️ Barbados ✖️ Belize ✖️ Bermuda ✖️ Bonaire, Saint Eustatius and S... ✖️ Canada ✖️ Cayman Islands ✖️ Costa Rica ✖️ Cuba ✖️ Curacao ✖️ Dominica ✖️ Dominican Republic ✖️ El Salvador ✖️ Europe ✖️ Greenland ✖️ Grenada ✖️

Block URLs

Block IPs

Whitelist Specific Sources

Whitelist IPs

79.45.142.204

Monitoring

IncapRules

Login Protect

Performance

Security

WAF

Notifications

Permissions

Permission granted at IP or country level

# Follow the Money DATA!

Most consumer data are OUTFLOWS -- that's where the problems lie

| B/S           | I/S        |
|---------------|------------|
| Assets        | Inflows    |
| (Liabilities) | (OUTFLOWS) |
| =====         | =====      |
| + Net Worth   | +Cash Flow |

Technology can help consumers get a handle on their SPENDING data!

Video: “Netflix Added”

# IIT in TWP

Students will soon experience TWP for FREE!

## Illinois Tech alumni to launch The Wealth Pool financial app

**Ethan Castro (He/him)**

EDITOR-IN-CHIEF

Ed Lamark graduated from Illinois Tech's Stuart School of Business with a Master's of Science in Financial Markets and Trading in 1997. From there, he enjoyed a dynamic career as a trader, building various software tools to help his institutional employer's bottom line. However, it is his latest endeavor that is the focus of this article – he has traded in his corporate career for entrepreneurship and app development.

With The Wealth Pool (TWP), Lamark looks to help individuals of various financial statuses with an app that allows you to see “how you stack up financially with your peers” in “an anonymous pool of shared financial data [that] gives you greater clarity on your finances and helps improve your financial well-being.”

TWP accomplishes this by first helping users organize their finances, on both individual and social levels. Users can see their total financial picture in one place and truly get a handle on their spending through the app, but users are also asked to anonymously share their organized financial data and have it displayed in a “pool” where all users compare their financial choices to peers and non-peers.

This insightful level of transparency

for members is generated with security top of mind. TWP employs multiple layers of security to protect users' financial data but also allows a robust level of comparison. This, Lamark believes, sets TWP from other financial planning tools by introducing a level of social comparison (just without names or specific financial points attached). For example, TWP users could compare how much they spend on coffee or on car service rides relative to other

all saving and spending accounts, including banks, credit cards, and investment accounts into one constant stream from which users organize their finances in one place.” Additionally, TWP can even run simulations and other “what-if scenarios” to help users make financial decisions and answer essential questions like “when will I run out of money?”

The “Fine Print” section of TWP’s overview

credit card credentials are stored on the app,” and that “no private information or financial data is sold” (only anonymized and shared in unidentifiable formats).

On a direct-to-consumer basis (B2C), TWP users can choose to be either free members (with full access to its core financial planning module and educational content) or subscribe as a paid member for five dollars per month (or \$50 per year) to receive all free features plus TWP’s AI-powered expense manager as well as the signature pooling comparison tools.

However, Lamark is also focused on reaching consumers in a business-to-business-to-consumer framework (B2B2C) through their established, trusted communities – employer, school, or financial service provider – and positioning TWP as a financial wellness benefit for its business partners’ constituents. For this reason, TWP’s full feature suite will be available to Illinois Tech students for free upon its launch.

Lamark is still a few weeks from welcoming Illinois Tech students to the pre-launch of TWP, but further questions and considerations can be directed to him at [ed@thewealthpool.com](mailto:ed@thewealthpool.com).



*Image courtesy of The Wealth Pool*

users of the same demographic. “How are my debt levels and savings levels?” TWP answers these questions through over 600 pooling categories that are all possible points of comparison.

TWP “consolidates activity from

lays out a lot of the points mentioned above, but some worth repeating here are how the app uses “bank-level security to protect your personal and confidential data,” that TWP does “not dispense financial advice or sell financial products,” that “no financial login or



Thank you!