



recognia®

recognize opportunity. realize profit.

Education On-Demand™

Empower your Account-Holders with Investing Knowledge

Recognia Education On-Demand™ is a turnkey educational platform to help increase self-directed investor knowledge and confidence in trading. When you're trying to increase account-holder engagement, a confident, loyal investor is crucial to success. When it comes to educating self-directed investors and traders, Recognia Education On-Demand™ offers material in an easy to use format, making trading knowledge attainable for every investor.



Confident Investors are Active Investors

Increase investor activity by educating and empowering them with comprehensive educational content that has been created by well-known educator and author Martin Pring who is a subject matter expert in the area of Technical Analysis. This ensures that learning is highly effective, focused, professional and objective.

Enhance Client Satisfaction and Loyalty

Investors and traders want more education from their brokers. **Recognia's 2010 Self-Directed Investors Survey** indicated active investors make significant use of educational resources but do not see their online broker as a source of this content. Using the compelling content from Recognia Education On-Demand™ can help you fill this gap.

Differentiate your Service Offering

Self-directed investors want education that is comprehensive, totally objective and academically rigorous. Many seek third party tools to supplement what they are not getting through their brokers. By offering Recognia Education On-Demand™ you can set yourself apart from other brokers and provide investor education in an easy-to-deploy platform.

Features & Benefits

Video Tutorials

- More than 30 video tutorials, with an average length of 10-15 minutes, covering various topics in investing and trading, technical analysis to start
- Video format makes the educational content more engaging
- Keep track of your progress
- Know what is most viewed by others

Tiered Learning Modules

- Lectures are arranged in three different modules: beginner, intermediate and advanced to suit the requirements of students at different stages of the learning curve

Self-Tests & Evaluation

- Test your understanding on various topics through on-line quizzes

Benchmarking

- Compare your investing knowledge against other students

Fast –Time-to-Market

- The education platform is a web hosted learning system that is easy-to deploy

Facts from Recognia's 2011 Self-Directed Investor Education Survey

Recognia fielded a survey completed by self-directed investors to determine their needs, requirements and uses of investor education. The results indicate a large gap between brokers' current educational offerings and the requirements of active investors. **Here is what the survey found:**

- Investors greatly value education and are not satisfied with their broker's offering
- Investors are not using brokers' educational tools as much as they would like to and search third parties for appropriate content as alternatives
- There is a perception gap between what the brokers are offering versus what their account holders want in terms of education
- Active investors make significant use of educational resources but do not see their online broker as a source of this content
- For more details on the survey results please visit www.recognia.com

About Recognia

Recognia is a industry leader providing independent investment research for on-line brokers. Our compelling product suite increases account-holder activity by offering dynamic and action-oriented trading ideas and decisions support, from idea generation, research and analysis, picking exit/entry point, monitoring and investor education. It provides research on more than 50 exchanges worldwide including stocks, ETFs, indices, forex, commodities and futures. With more than 20 million provisioned accounts worldwide, Recognia products service the largest and most successful on-line brokerage firms and institutions worldwide including; Bloomberg, Fidelity, Charles Schwab, Kotak Securities, NYSE Euronext to name a few.



For Additional Information:

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