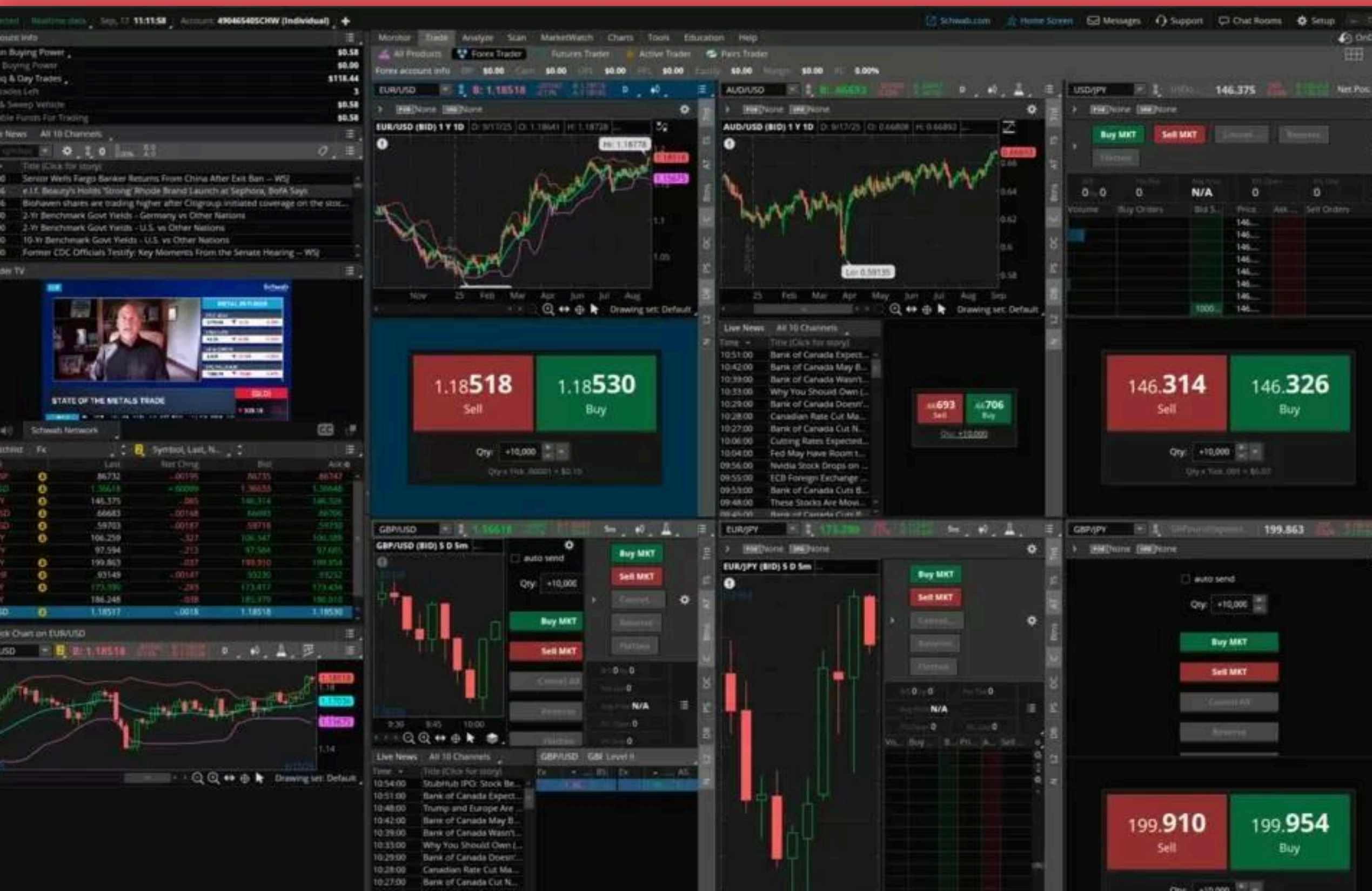


CASE STUDY — ALEX GRIFFIN

Engineering a conversational investing copilot for beginners.

Drowning in Data 🤯

Most investing platforms are a nightmare for non-financially savvy users, while lacking real conversational advice (now possible with AI).



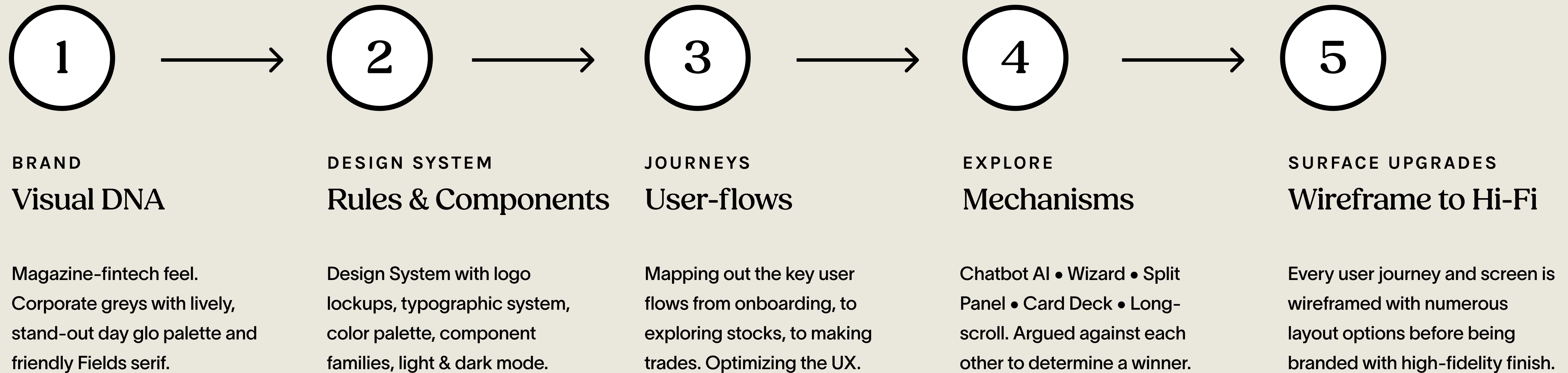
An investment advisor for **everyday** people.

Design and engineer an AI stock market analyst and advisor that makes investment predictions and explains them in down-to-earth language.

**EG. STUDENTS... HEALTHCARE... CREATIVES... BLUE-COLLAR...
ANYONE WHO DOES NOT WORK IN FINANCE OR DATA ANALYSIS.**



A brand beginning with the **user**



AI Native from the start.



Premium magazine fintech.

Corporate greys, light and dark mode,
paired with lively day-glo highlights
provide an energetic fintech feel.

FRAUNCES · SERIF

Aa Bb

DAYGLO

#00FFA5
PROFIT · CONFIRM

KARLA · UI

TICKER LABEL

JETBRAINS MONO · DATA

\$1,247.08


DAYGLO

#FF5D67
LOSS · DESTROY

NEUTRALS · WARM



NEUTRALS · DARK



a highlighter
in a magazine.

Premium magazine fintech.

Corporate greys, light and dark mode,
paired with lively day-glo highlights
provide an energetic fintech feel.

BUTTONS · FOUR WEIGHTS

GHOST SECONDARY PRIMARY CONFIRM TRADE

PILLS

NEUTRAL ▲ 12.4% ▼ 3.1%
NVDA

DATA · TABULAR MONO

NVDA	\$1,247.08
AAPL	\$ 189.33
TSLA	\$ 242.67

INPUT · FOCUSED

NVDA TICKER

CONFIRM MOMENT

Bought 4 NVDA at \$1,240
Stop at \$1,180 · take at \$1,400

TOAST · CONFIRMED

Order filled. 09:41:02 ET DISMISS ✕

Premium magazine fintech.

Corporate greys, light and dark mode,
paired with lively day-glo highlights
provide an energetic fintech feel.

1 NVDA **BUY** MOMENTUM 78%

+10.6% in 2-4w · target \$492 · stop \$425

MACD crossover confirmed; 2.1x volume on bounce from 50-day SMA. AI-chip sentiment bullish.

LOG TRADE **+ WATCHLIST** Hide evidence ▾

EVIDENCE · WEIGHTED

↑ MACD crossover	<div style="width: 100%;"></div>	+0.32
↑ Volume surge	<div style="width: 85%;"></div>	+0.24
↑ 50-day SMA bounce	<div style="width: 70%;"></div>	+0.18
↑ RSI exit oversold	<div style="width: 60%;"></div>	+0.14
↑ AI-chip sentiment	<div style="width: 40%;"></div>	+0.08
↓ Earnings proximity	<div style="width: 10%;"></div>	-0.04

Matches your profile. Medium-risk momentum · 2-4w · within \$10K band.

NVDA 78
CONFIDENCE

NVIDIA · tech

+10.6% in 2-4w · target \$492 · stop \$425

MACD crossover confirmed; 2.1x volume on bounce from 50-day SMA.

EVIDENCE · WEIGHTED

↑ MACD crossover	<div style="width: 100%;"></div>	+0.32
↑ Volume surge	<div style="width: 85%;"></div>	+0.24
↑ 50-day SMA bounce	<div style="width: 70%;"></div>	+0.18
↑ RSI exit oversold	<div style="width: 60%;"></div>	+0.14
↑ AI-chip sentiment	<div style="width: 40%;"></div>	+0.08
↓ Earnings proximity	<div style="width: 10%;"></div>	-0.04

Matches your profile. Medium-risk momentum · 2-4w · \$10K band. **LOG TRADE**

My **type** of fintech.

Warm, character-full typography adds a charm that isn't associated with many fintech platforms.

Warm headlines
in **Fields Display**

#00E3FF

Body copy in clean TWK Lausanne (sans-serif) for a contemporary, super legible look.

Sell
NVDA
now as
it's about
to tank.

#FF5D67

#00E3FF

HIGHLIGHTED
ACTIONS AND
ALERTS.

ACTION

+ BUY

↻ SELL

Surfaces

I identified some key surfaces to focus design efforts on, including a Daily Morning Brief, Alerts and AI Rationale.

AUDITED SURFACES

Daily Brief	01 · home
Why this pick	02 · reasoning
Trade	03 · action
Compare	04 · decide
Performance	05 · history
Alerts inbox	06 · pull-back
Mobile pass	07 · same product

SURFACE UPGRADES APPLIED ACROSS ALL

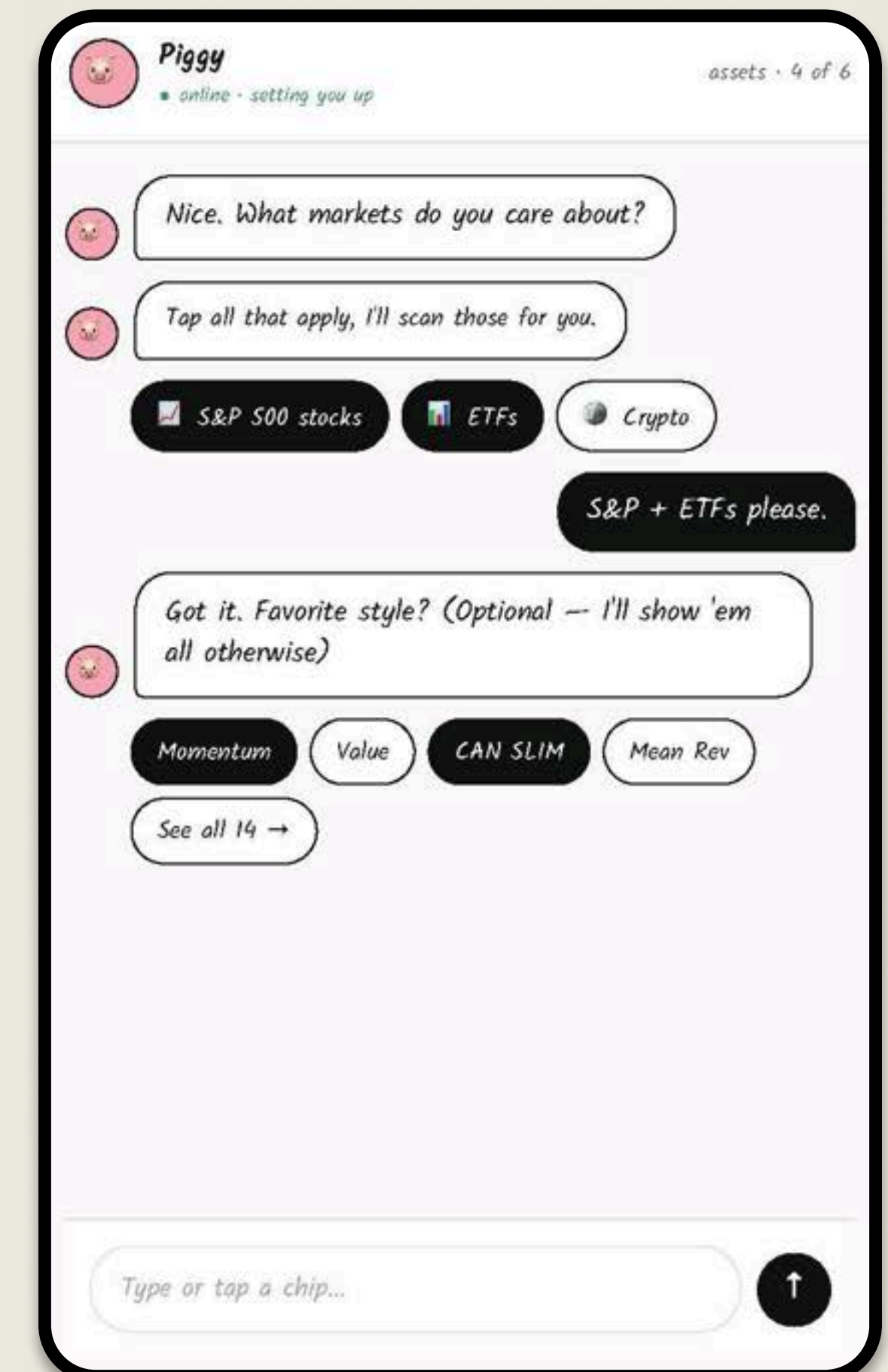
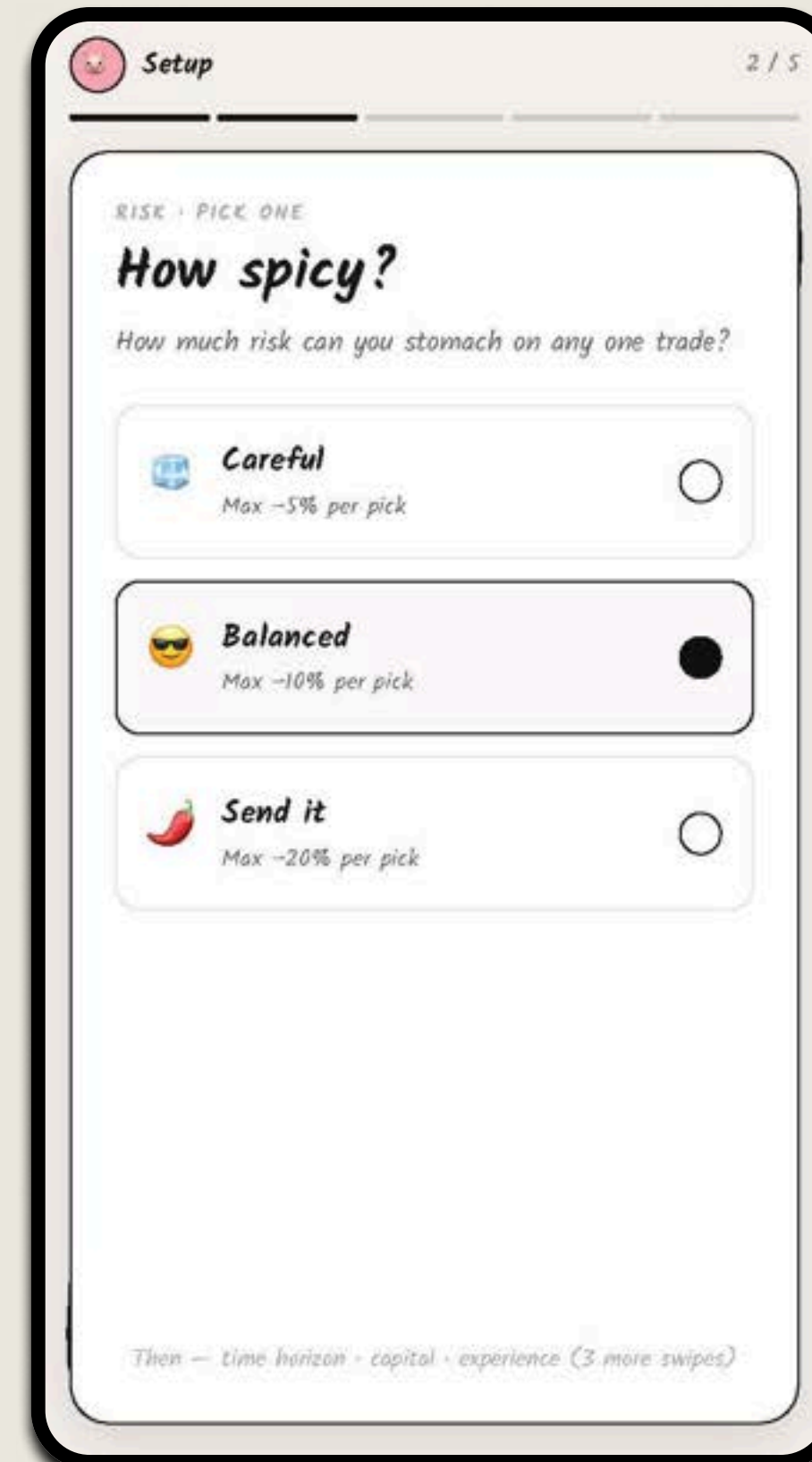
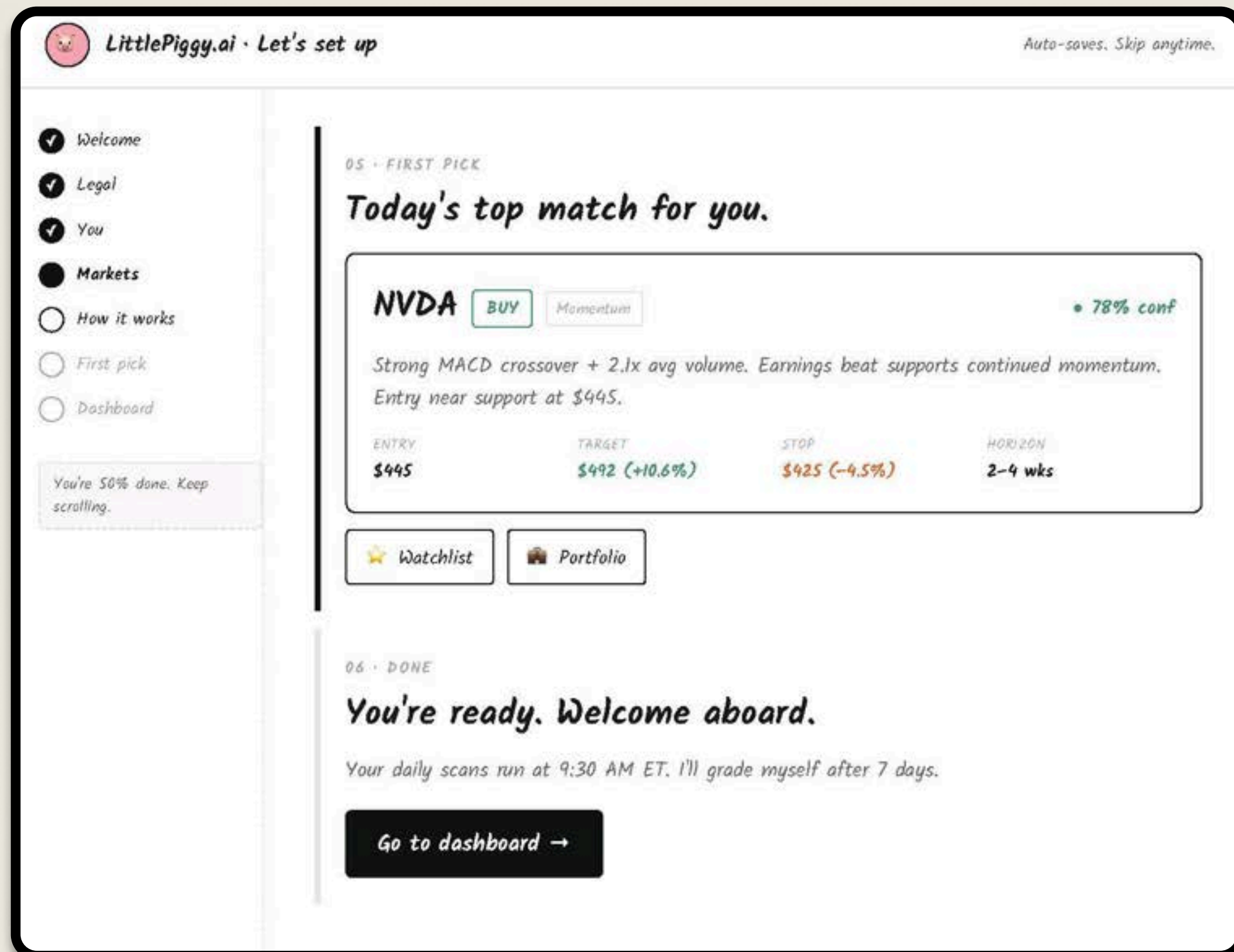
- A** Confidence meter
- B** Empty states
- C** Loading skeletons
- D** Price numbers
- E** Freshness / timestamp
- F** Confirmation moment
- G · FAVOURITE**
“Honest moment” — when the AI is uncertain

These are the details that separate a demo from a product.

Wireframes

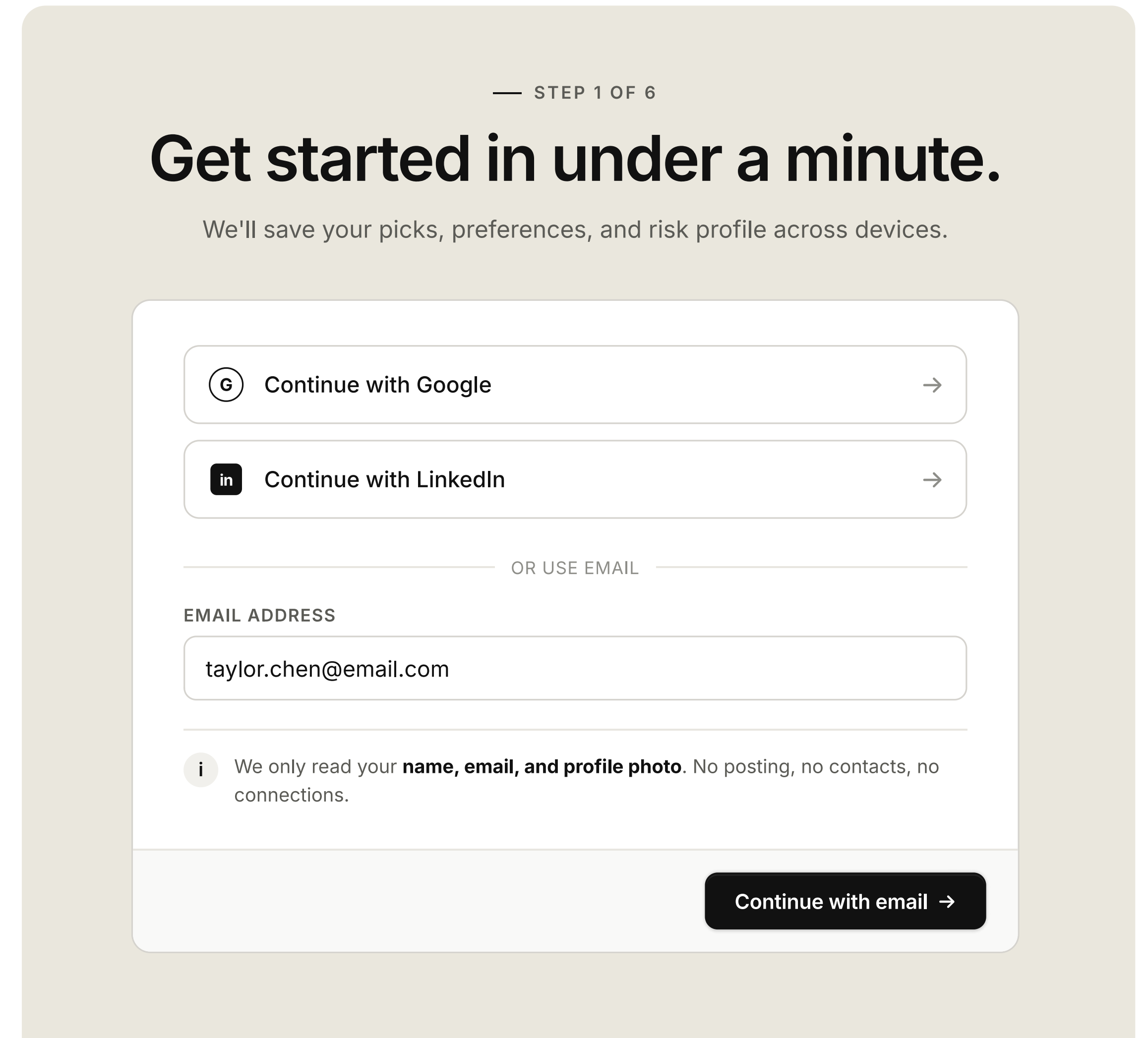
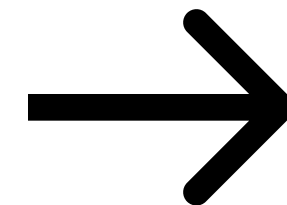
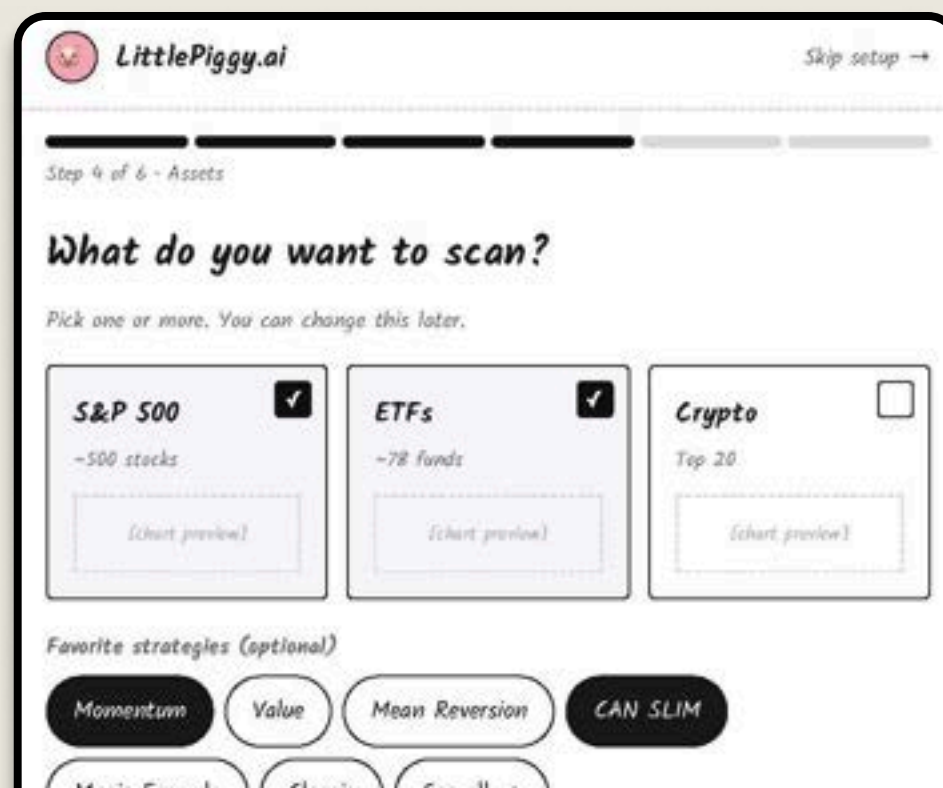
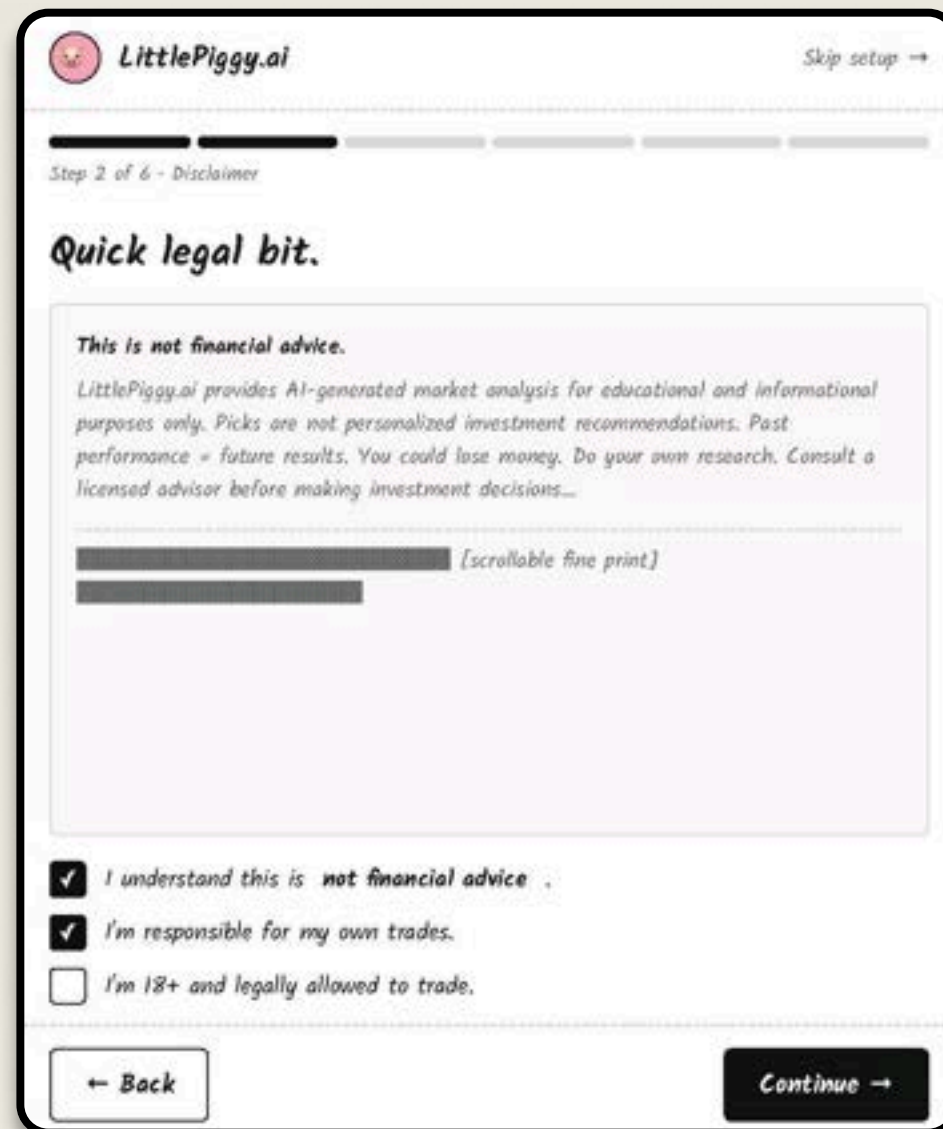
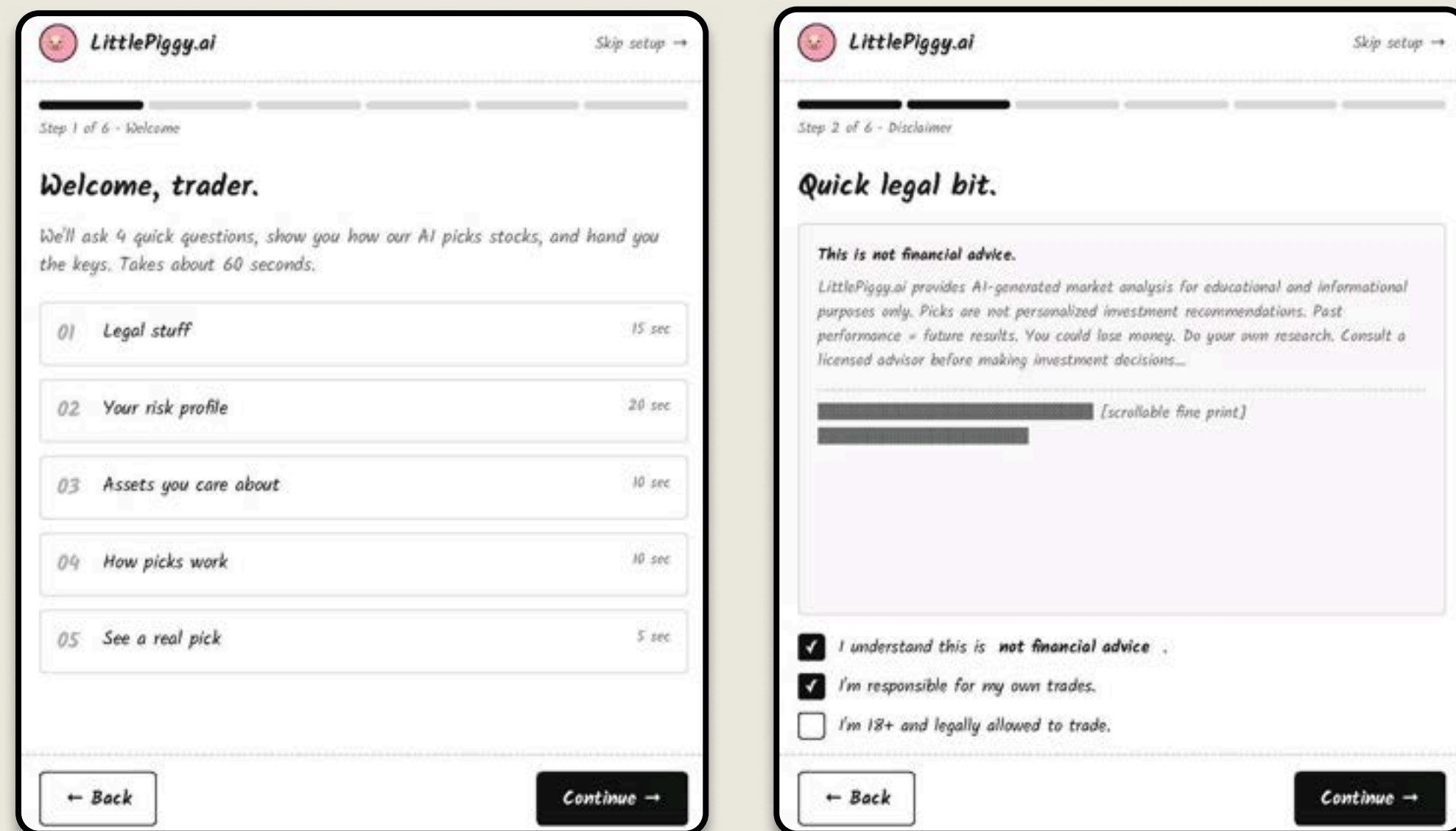
Early wireframing brought to the surface the concept of a conversational advisor which stood out from the competition.

EARLY DESKTOP, MOBILE & TABLET EXPERIMENTS WITH WIZARDS & CONVERSATIONS



Wireframes

Setting up new users required a structured onboarding wizard that builds their personal profile step-by-step...



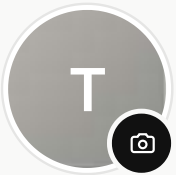
Wireframes

I concluded that segmenting users based on experience, budget and ideal time horizon was key for personalizing their experience.

— STEP 2 OF 6

Nice to meet you.

Confirm these details — we pulled them from your Google account.

 **Profile photo**
Synced from Google Change

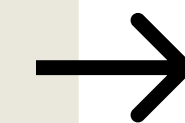
FULL NAME

EMAIL ADDRESS
 VERIFIED

WHAT SHOULD WE CALL YOU?

Shown in greetings and emails. You can change this later.

← Back Continue →



— STEP 3 OF 6

How do you invest, *Taylor*?

Four quick knobs. We'll filter every pick to match your profile.

RISK TOLERANCE
Low **Medium** High
How much drawdown can you stomach?

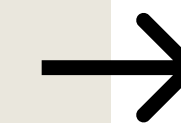
TIME HORIZON
Days **Weeks** Months
Typical holding period.

CAPITAL TO DEPLOY
 Drag to adjust
Rough amount for active picks.

EXPERIENCE
New **Some** Pro
How long have you been trading?

TAX-SENSITIVE?
No Yes
We'll flag short-term gain risks.

← Back Continue →



— LAST STEP

Your first pick, *Taylor*.

Fresh from today's scan. Quick legal ack below — then the keys are

NV NVDA BUY Momentum strategy CO
NVIDIA Corp · Scanned 2 hours ago

Strong MACD crossover on the daily with **2.1x volume** confirmation. Last ear
beat by 8%, positive AI-chip sentiment, and price is bouncing off the 50-day
\$445.

ENTRY	TARGET	STOP	HORIZON
\$445.20	\$492.00 +10.6%	\$425.00 -4.5%	2-4 wks

• BEFORE YOU TRADE — PLEASE CONFIRM

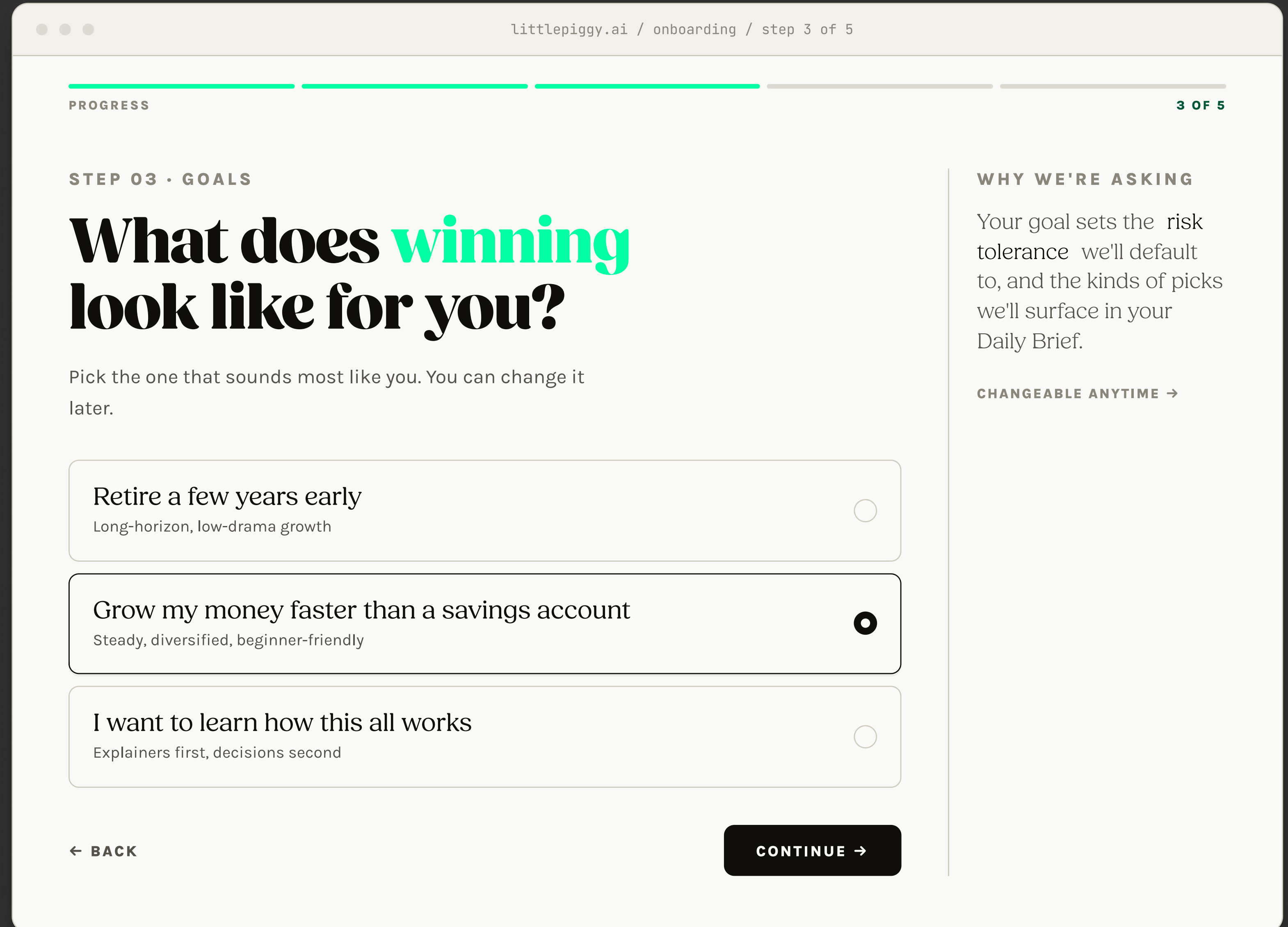
- Picks are **not financial advice**. Past performance does not guarantee fu
results.
- I'm responsible for my own trades and could lose money.
- I'm 18+ and legally permitted to trade in my jurisdiction.

Read the full [Terms](#), [Risk Disclosure](#), and [Privacy Policy](#).

← Back Agree & go to das

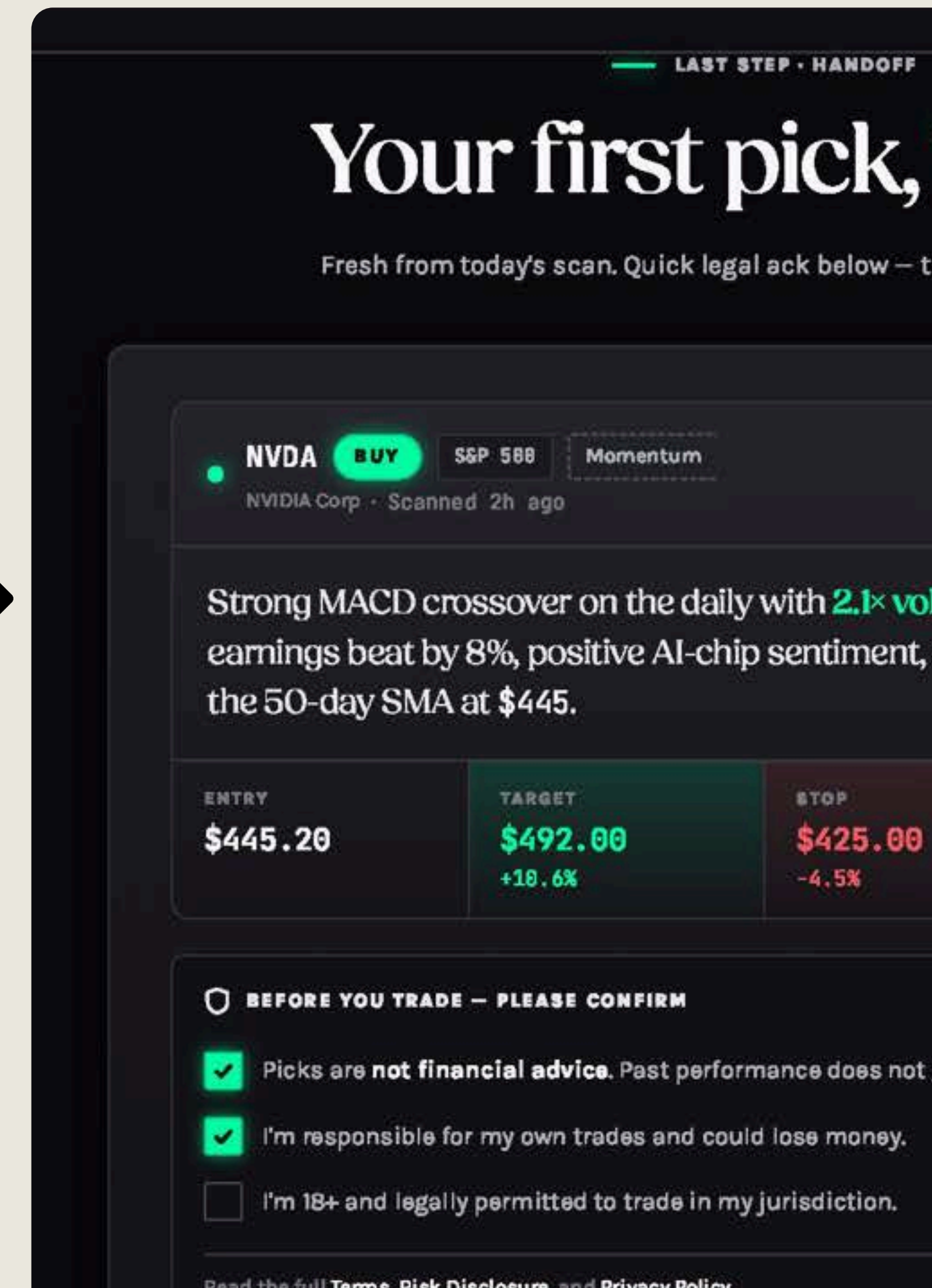
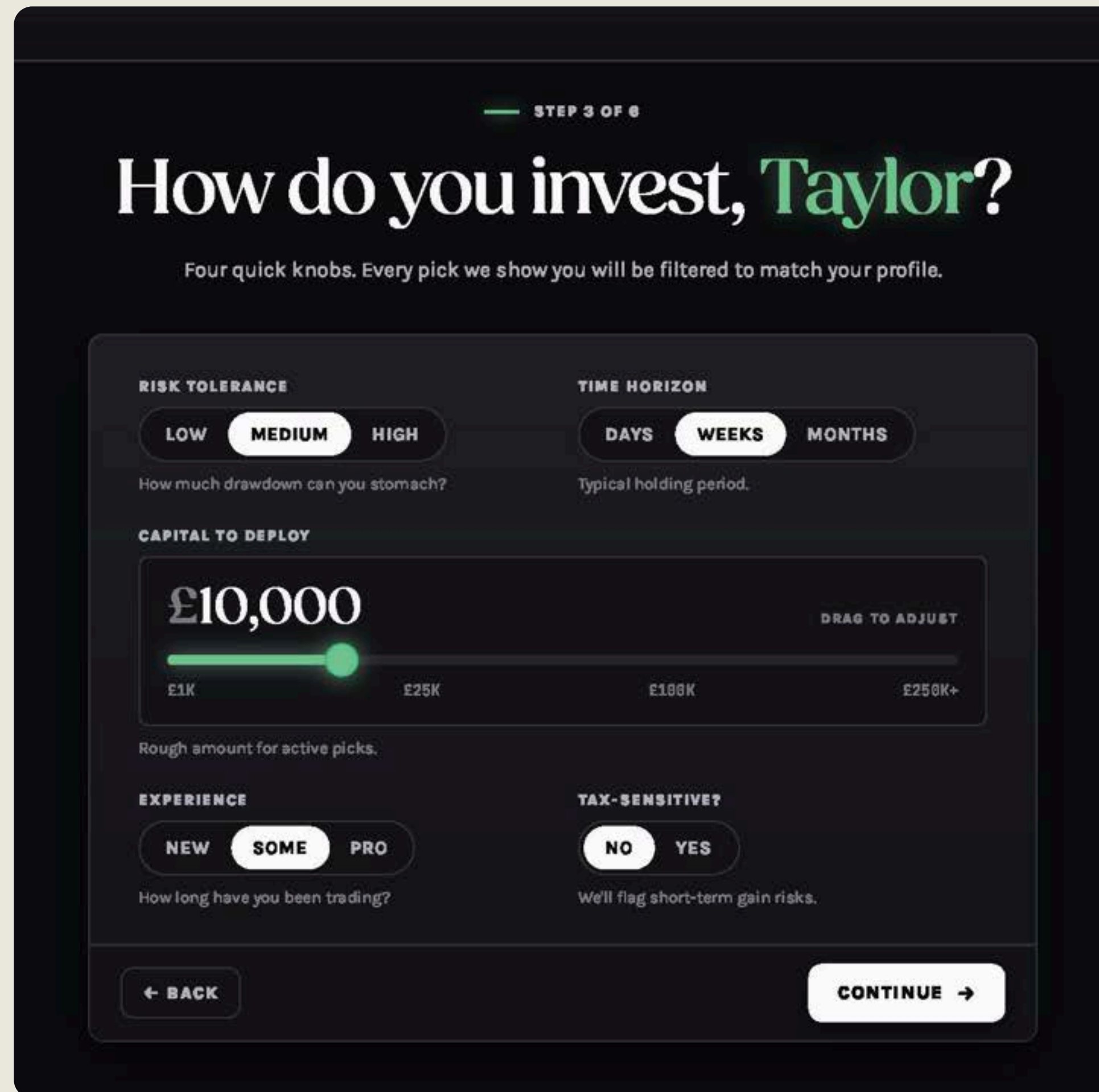
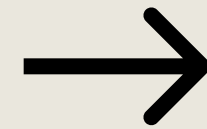
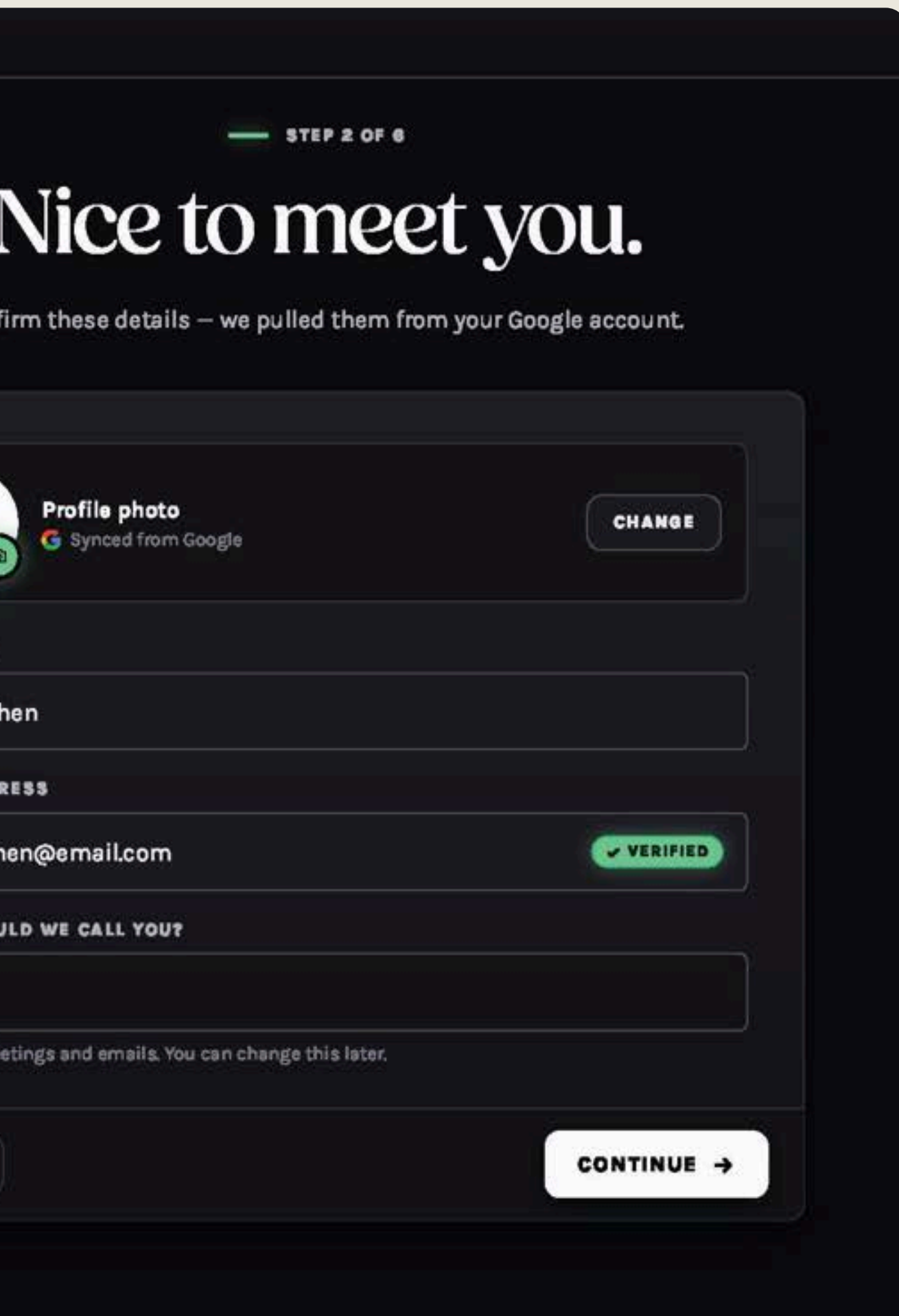
Mockups

Onboarding quiz with a side panel for help such as “Why we’re asking this”. Easy to follow progress bars and bite-size Q&A.



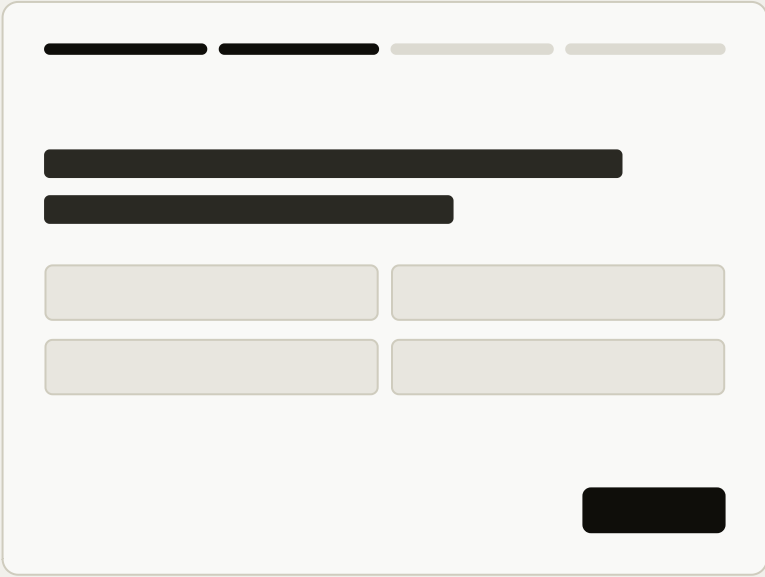
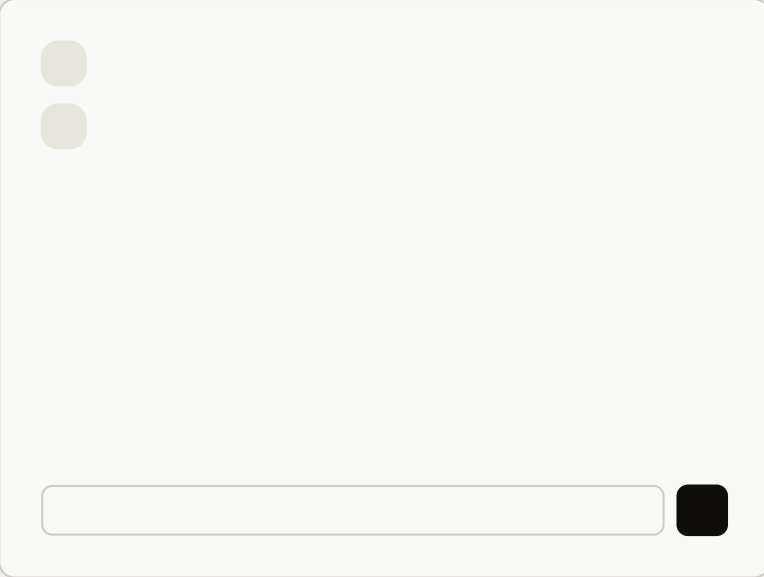
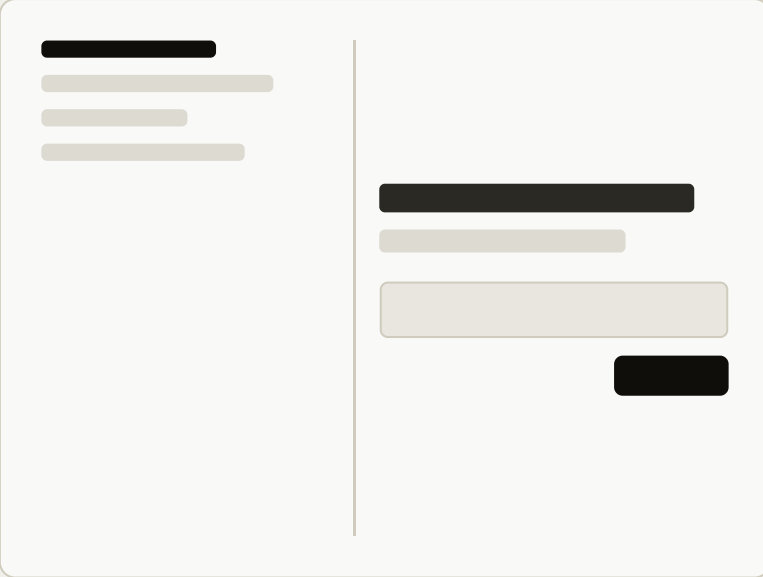
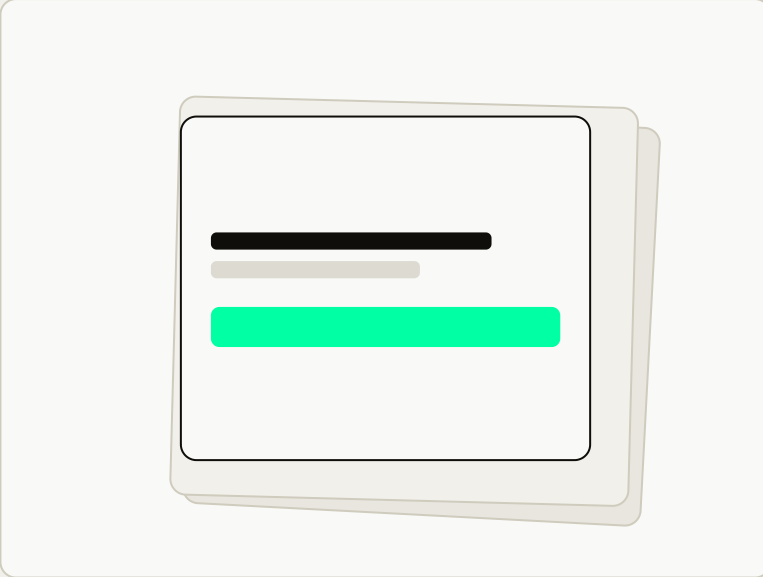

Mockups

Wireframes and flows resolved, mid-fidelity mockups were created using basic branding components.



UXperiments

Various UI mechanisms such as Inboxes, Card Decks and Wizards were tested against our key user flows.

<p>CHOSEN</p> <p>DIRECTION 1</p> <p>Chatty, guided Wizard</p>  <p>Familiar · paced · low load</p>	<p>DIRECTION 2</p> <p>Pure Chatbot</p>  <p>Matches product voice · front-loaded cognitive load</p>	<p>DIRECTION 3</p> <p>Split Panel</p>  <p>Progress always visible · splits attention</p>	<p>DIRECTION 4</p> <p>Card Deck</p>  <p>Mobile-native · loses desktop affordance</p>	<p>DIRECTION 5</p> <p>Long Scroll</p>  <p>Editorial · builds belief · delays "aha"</p>
--	---	--	--	--

 **AI CHATBOT WITH WIZARDS INTEGRATED INTO THE MESSAGE THREAD**

Wizard of iOS

DISCLAIMER → GOAL → RISK → HORIZON → MIX

01 / 05

GROUND RULES

We're a *copilot*, not an advisor.

You make the trades. We explain the reasoning. You can audit us.

I understand

CONTINUE

02 / 05

GOALS

What does *winning* look like?

Retire early

Beat savings •

Learn how

CONTINUE

03 / 05

RISK

How much *wobble* can you take?

6/10

CALM

BOLD

Moderate. Up & downs, not roller-coasters.

CONTINUE

04 / 05

HORIZON

When do you *need* it?

< 3 years

3 - 7 yrs

7 - 15 yrs •

15+ years

CONTINUE

05 / 05 · COMPLETE

YOUR MIX

Ready to meet your picks.

STOCKS	60%
ETFs	25%
CRYPTO	10%
CASH	5%

SEE MY DAILY BRIEF →

Wizard of iOS

9:41

DAILY BRIEF

3 picks.
1 *honest*.

NVDA
\$1,247.08
▲ 12.4%

HONEST
Signal weak on MSFT. Skip.

9:41

WHY NVDA

78 /100

HIGH

Earnings beat. Margin expansion.
Pricing power confirmed.

BUY · \$1,247

9:41

ORDER FILLED

Bought
4 NVDA.

at \$1,247.08
stop \$1,180

09:41:02 ET · #A71-229

VIEW POSITION

9:41

ALERTS · 12

- NVDA stop-loss hit
09:43
- AAPL earnings 2h
07:27
- Honest: skip MSFT
06:02
- Weekly digest

Clear Verdicts

A • CONFIDENCE

78 /100



HIGH CONFIDENCE

D • PRICE

NVDA

\$1,247.08

▲ 12.4% ▼ 3.2%

E • FRESHNESS

LIVE

00:07

until next refresh

F • CONFIRMATION

Bought 4 NVDA. Stop at \$1,180.

09:41:02 ET • order id #A71-229

G • HONEST MOMENT

“We're not sure about this one — the signal is weak and the news flow conflicts. Skip or wait.”

B • EMPTY STATE

Nothing yet.

Import your portfolio to get started →

C • SKELETON



Honest Advice

Claude Advice > New conversation

MARKETS OPEN · LON

What do you actually think about AAPL right now? Be honest – I know it's been boring.

L Honestly? I'm really sure about this one.

HIGH CONVICTION | Apple · 12-month outlook
Three independent signals are all pointing the same direction – that's rare, and it's the main reason my confidence is this high.

The services margin story keeps compounding (22% YoY, gross margin north of 74%), India is now a material standalone growth lever, and the M-series silicon transition is paying for itself in gross margins that analysts still under-model. Your entry at **£209.40** is already above your cost basis – I'd **add to the position**, not trim it.

FUNDAMENTALS Strong Services 22% YoY · FCF £100B	TECHNICAL Breakout Above 50 & 200-DMA · RSI 62	SENTIMENT Warming 18/22 analysts raised Q4 est.
--	--	---

ONE CAVEAT If we see a broader tech pullback, AAPL historically leads down 2-3 sessions before the index. That's a good entry, not a reason to wait.

ADD 5 SHARES · £1,074 **SET TAKE-PROFIT AT £240** **SHOW THE NUMBERS**

01 Apple Q4 10-Q · Nov 2025 02 Bloomberg India Market Brief 03 Morgan Stanley · Nov 18 04 Your cost basis · Trading 212
05 Options flow · unusual calls 240c

DISCUSSING

AAPL Apple Inc.

214.82
▲ +2.43%



P/E (fwd)	28.4
52w range	164 – 216
Div yield	0.46%
My P&L	+£173.40

Claude Advice > New conversation

NVDA

L I'm going to push back on this one — I t

LEANING POSITIVE | NVIDIA · immediate
This isn't a 'sell everything' call. It's a 'take some off the table' call. Your position ceiling you set yourself.

YOU SET THIS RULE · 14 OCT 2025
! "Never let a single position exceed **15%** of the

CURRENT NVDA WEIGHT	YOUR CEILING
19.2%	15.0%

On the stock itself, I'm less worried – data-centre revenue is still growing. The uncomfortable part: **you told me last month you get nervous when** 3 of your 8 shares locks in **+£1,842** of your paper gains and brings you back to thinking clearly.

TRIM 3 SHARES · LOCK £1,842 **RAISE MY CEILING TO**

I'M FLAGGING THIS BECAUSE YOU ASKED ME TO. YOU CAN ALWAYS OVERRIDE.

AI Picks

PORTFOLIO **PICKS** WATCHLIST ALERTS

WATCHLIST COMPARE

CONFIDENCE

78

HIGH CONFIDENCE

0 50 100

PRICE TARGET **\$539** +10.6%

STOP-LOSS **\$462** -5.2%

HORIZON **2-4 W** your lean

POSITION **3%** max for profile

HONEST MOMENT
"Earnings are 18 days out — there's real gap risk. If you open, a trailing stop is sensible."

LOG TRADE →

SET ALERT · PRICE HITS TARGET

SKIP THIS PICK

LATEST · 3 OF 14

Bloomberg · AI chip orders up 38% q/q · 2h

Reuters · Hyperscaler capex guidance raised · 5h

WSJ · Earnings preview — what to watch · 9h

1D **30D** 3M 1Y

MACD CROSS

6 factors · summed to conf 78

+0.32 ▲


+0.24 ▲

+0.18 ▲

+0.14 ▲

+0.08 ▲

-0.04 ▼

 little Piggy

- Dashboard
- Picks
- Portfolio
- Watchlist
- Strategies
- Alerts
- Journal

THIS WEEK **+£1,240**

Picks

TOP AI PICKS · THIS MORNING

1 NVDA BUY S&P 500 MOMENTUM

+10.6% in 2-4w · target **\$492** · stop **\$425**

MACD crossover confirmed; 2.1x volume on bounce from 50-day SMA. AI-chip sentiment positive. Matches your Medium · Weeks profile.

LOG TRADE → + WATCHLIST

EVIDENCE · WEIGHTED

- ▲ **MACD bullish crossover** +0.32 · Daily close confirmed · signal
- ▲ **Volume surge** +0.24 · 2x
- ▲ **Bounced off 50-day SMA** +0.18 · Su
- ▲ **RSI exiting oversold** +0.14 · 38 →
- ▲ **AI-chip sentiment** +0.08 · 14 bullish articles, 2
- ▼ **Earnings proximity** -0.04 · Reporting in 18 da

Matches your profile. Medium-risk momentum, 2-4 week horizon, within your £10

TSM BUY 68% **+5.4%**

AVGO BUY **+7.1%**

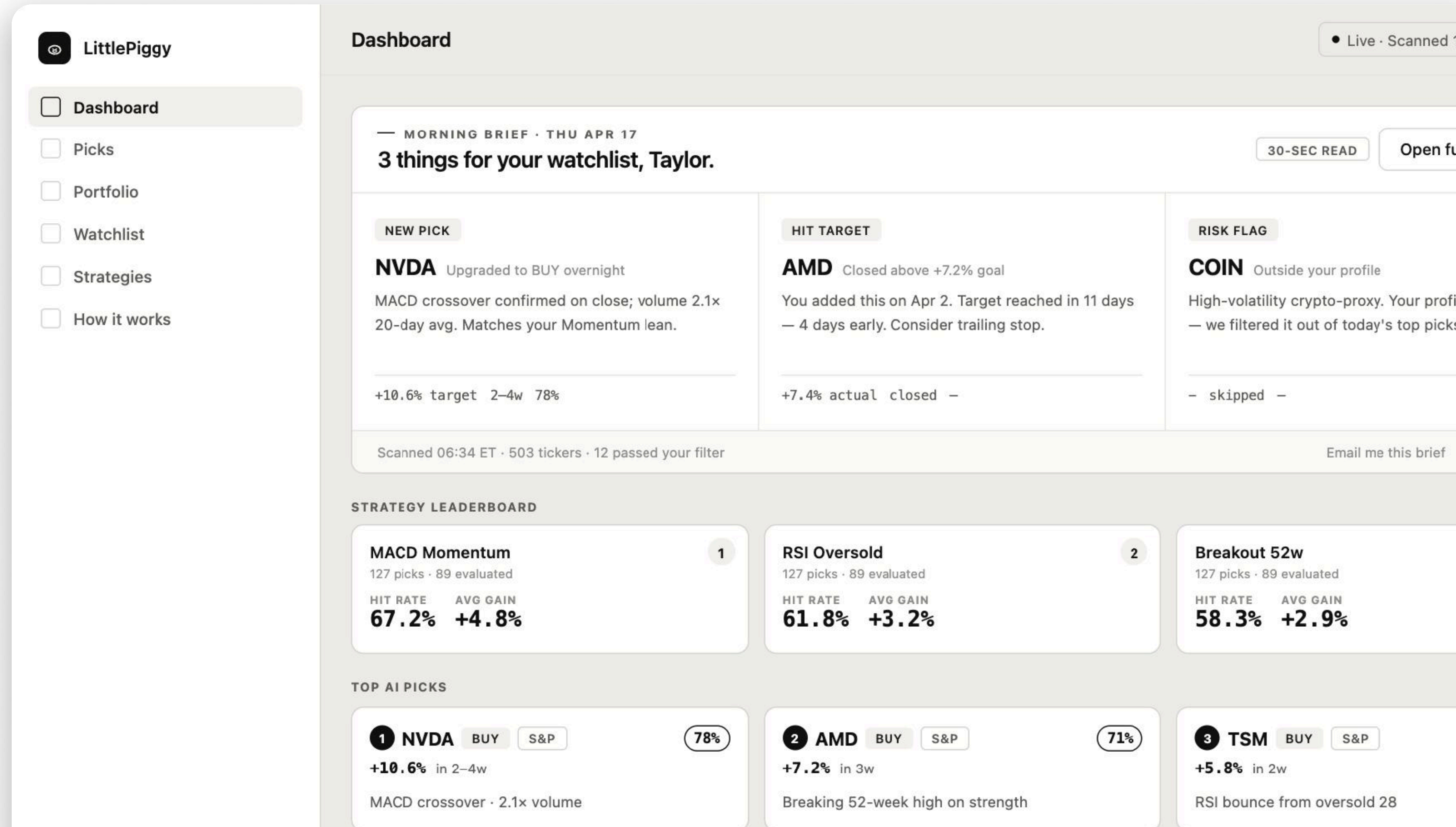
Your *MORNING* read

LIGHT MODE



I designed a series of dashboards to give useful updates 3 times per day. A morning, afternoon and evening read with your portfolio performance and advice.

This Newspaper format encourages users to check-in often to read their personalized AI updates and take action.



LittlePiggy

- Dashboard
- Picks
- Portfolio
- Watchlist
- Strategies
- How it works

Dashboard

MORNING BRIEF · THU APR 17

3 things for your watchlist, Taylor. 30-SEC READ Open fu

NEW PICK	HIT TARGET	RISK FLAG
NVDA Upgraded to BUY overnight MACD crossover confirmed on close; volume 2.1x 20-day avg. Matches your Momentum lean. +10.6% target 2-4w 78%	AMD Closed above +7.2% goal You added this on Apr 2. Target reached in 11 days — 4 days early. Consider trailing stop. +7.4% actual closed -	COIN Outside your profile High-volatility crypto-proxy. Your profi — we filtered it out of today's top picks - skipped -

Scanned 06:34 ET · 503 tickers · 12 passed your filter Email me this brief

STRATEGY LEADERBOARD

MACD Momentum	RSI Oversold	Breakout 52w
127 picks · 89 evaluated HIT RATE: 67.2% AVG GAIN: +4.8%	127 picks · 89 evaluated HIT RATE: 61.8% AVG GAIN: +3.2%	127 picks · 89 evaluated HIT RATE: 58.3% AVG GAIN: +2.9%

TOP AI PICKS

1 NVDA BUY S&P 78% +10.6% in 2-4w MACD crossover · 2.1x volume	2 AMD BUY S&P 71% +7.2% in 3w Breaking 52-week high on strength	3 TSM BUY S&P +5.8% in 2w RSI bounce from oversold 28
--	---	--

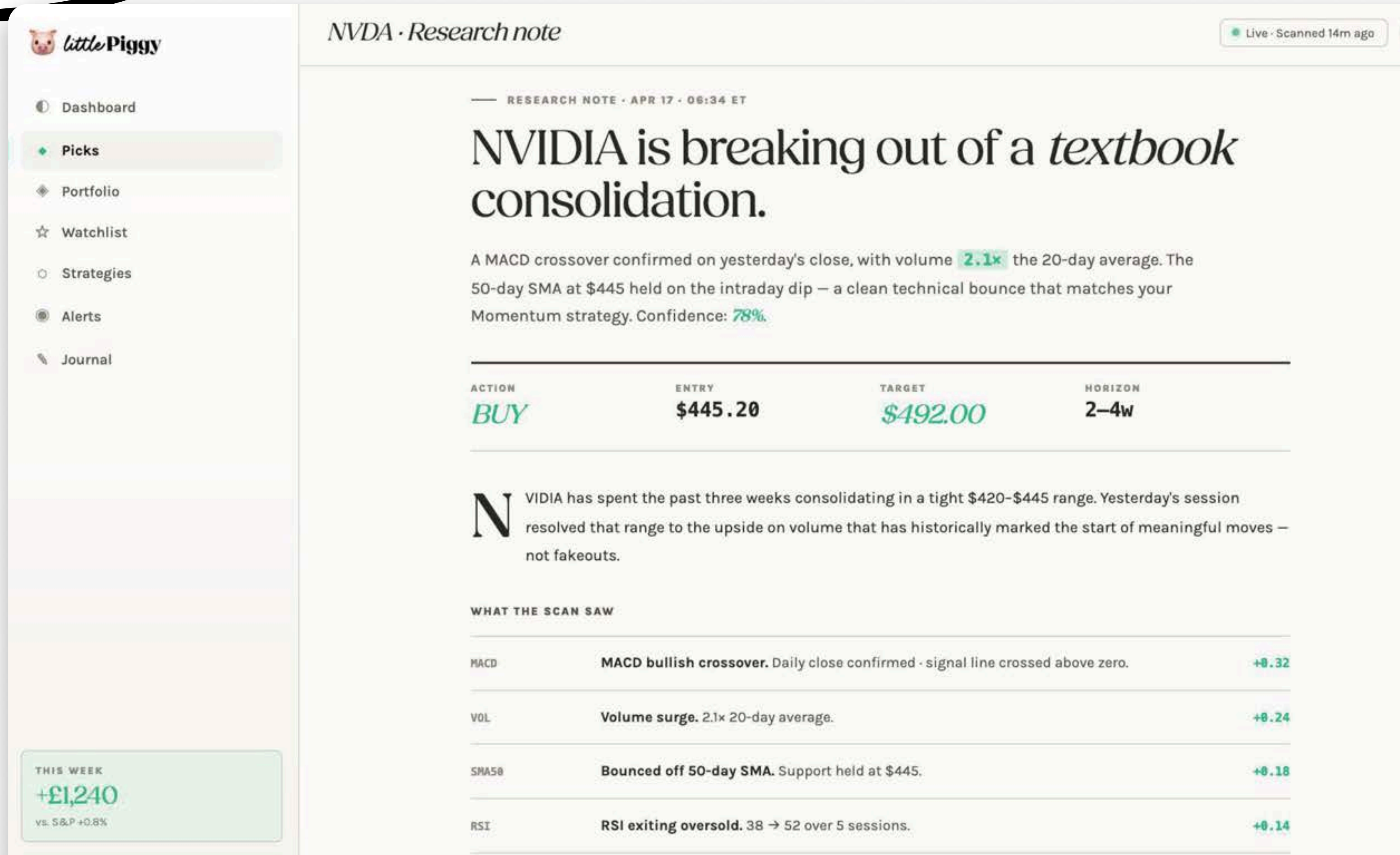
Your **AFTERNOON** read

LIGHT MODE



I designed a series of dashboards to give useful updates 3 times per day. A morning, afternoon and evening read with your portfolio performance and advice.

This Newspaper format encourages users to check-in often to read their personalized AI updates.



The screenshot shows a financial dashboard for NVDA. On the left is a sidebar menu with options: Dashboard, Picks (highlighted), Portfolio, Watchlist, Strategies, Alerts, and Journal. The main content area features a research note titled "NVDA - Research note" with a "Live · Scanned 14m ago" indicator. The note includes a sub-header "RESEARCH NOTE · APR 17 · 08:34 ET" and a main headline: "NVIDIA is breaking out of a *textbook* consolidation." Below the headline is a summary: "A MACD crossover confirmed on yesterday's close, with volume 2.1x the 20-day average. The 50-day SMA at \$445 held on the intraday dip – a clean technical bounce that matches your Momentum strategy. Confidence: 78%." A table provides key metrics:

ACTION	ENTRY	TARGET	HORIZON
BUY	\$445.20	\$492.00	2-4w

The text continues: "NVIDIA has spent the past three weeks consolidating in a tight \$420-\$445 range. Yesterday's session resolved that range to the upside on volume that has historically marked the start of meaningful moves – not fakeouts." Below this is a section titled "WHAT THE SCAN SAW" with a table of technical indicators:

Indicator	Description	Value
MACD	MACD bullish crossover. Daily close confirmed · signal line crossed above zero.	+8.32
VOL	Volume surge. 2.1x 20-day average.	+8.24
SMA50	Bounced off 50-day SMA. Support held at \$445.	+8.18
RSI	RSI exiting oversold. 38 → 52 over 5 sessions.	+8.14

At the bottom left of the dashboard, a summary box shows "THIS WEEK +£1,240 vs. S&P +0.8%".

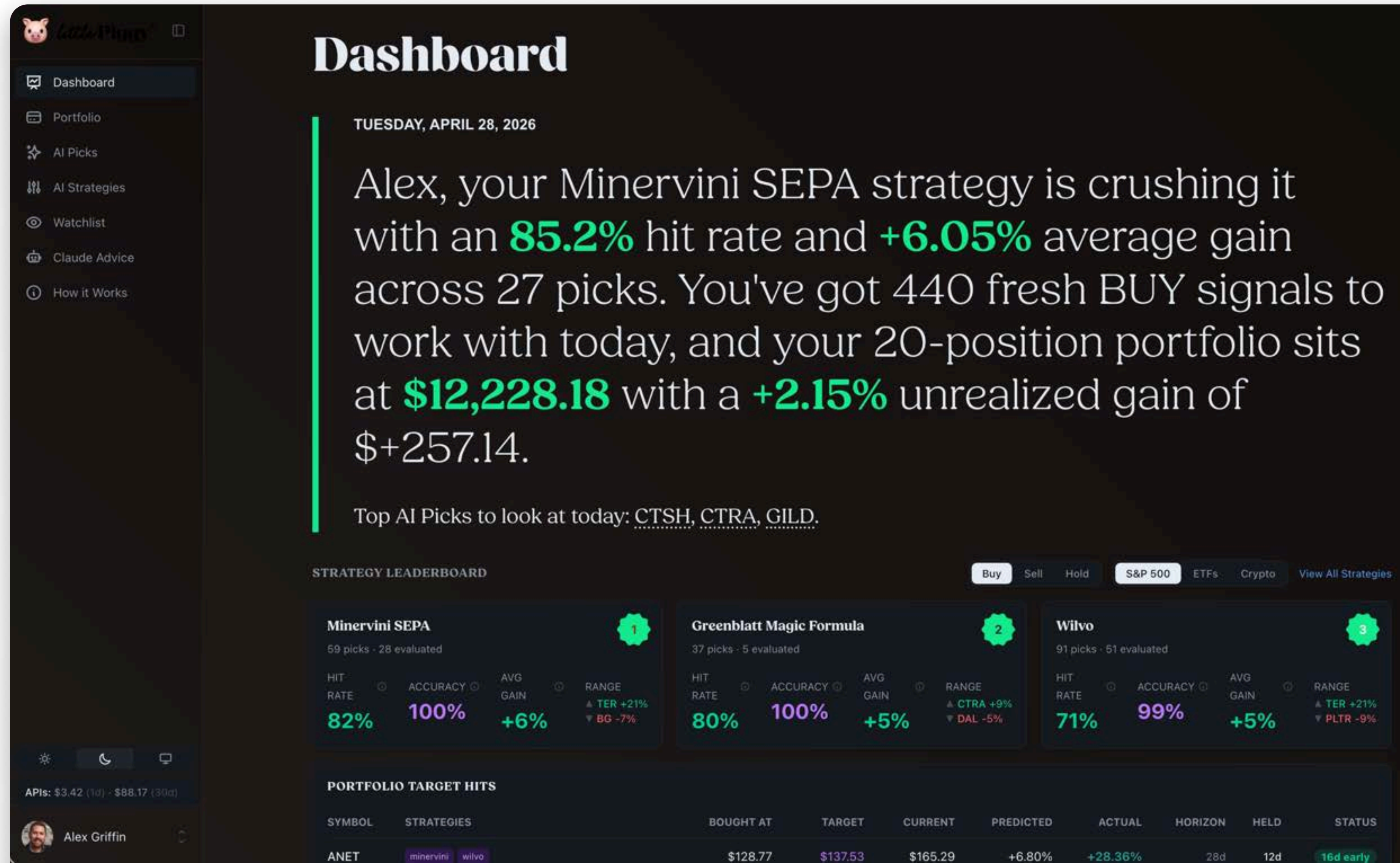
Your **EVENING** read

DARK MODE



I designed a series of dashboards to give useful updates 3 times per day. A morning, afternoon and evening read with your portfolio performance and advice.

This Newspaper format encourages users to check-in often to read their personalized AI updates.



Dashboard

TUESDAY, APRIL 28, 2026

Alex, your Minervini SEPA strategy is crushing it with an **85.2%** hit rate and **+6.05%** average gain across 27 picks. You've got 440 fresh BUY signals to work with today, and your 20-position portfolio sits at **\$12,228.18** with a **+2.15%** unrealized gain of \$+257.14.

Top AI Picks to look at today: [CTSH](#), [CTRA](#), [GILD](#).

STRATEGY LEADERBOARD

Strategy	Rank	Picks	Evaluated	Hit Rate	Accuracy	Avg Gain	Range
Minervini SEPA	1	59	28	82%	100%	+6%	TER +21%, BG -7%
Greenblatt Magic Formula	2	37	5	80%	100%	+5%	CTRA +9%, DAL -5%
Wilvo	3	91	61	71%	99%	+5%	TER +21%, PLTR -9%

PORTFOLIO TARGET HITS

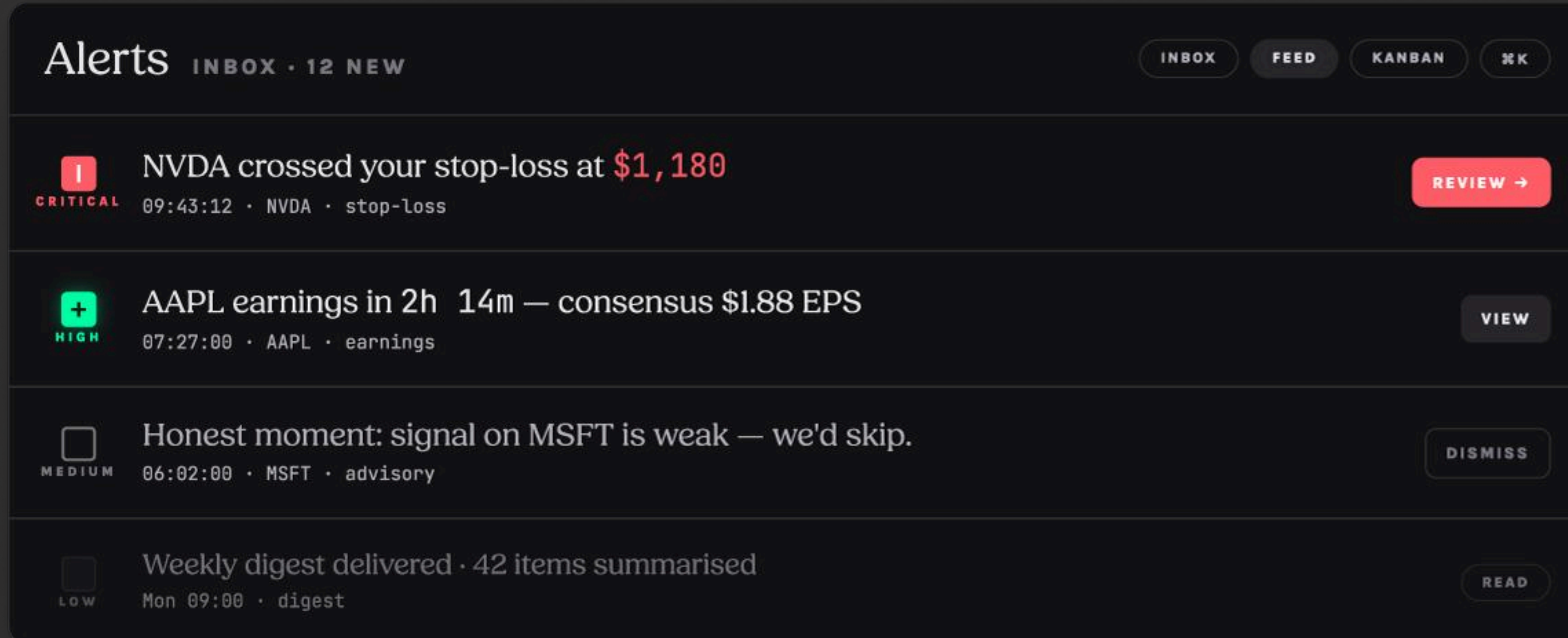
Symbol	Strategies	Bought At	Target	Current	Predicted	Actual	Horizon	Held	Status
ANET	minervini, wilvo	\$128.77	\$137.53	\$165.29	+6.80%	+28.36%	28d	12d	16d early

APIs: \$3.42 (1d) - \$88.17 (30d)

Alex Griffin

Don't be alarmed!

Color-coded and badged alerts and notifications, based on their urgency score. **Critical** → **High** → **Medium** → **FYI**.



Alerts INBOX · 12 NEW

INBOX FEED KANBAN ⌘K

- CRITICAL** NVDA crossed your stop-loss at **\$1,180**
09:43:12 · NVDA · stop-loss **REVIEW →**
- HIGH** AAPL earnings in 2h 14m — consensus \$1.88 EPS
07:27:00 · AAPL · earnings **VIEW**
- MEDIUM** Honest moment: signal on MSFT is weak — we'd skip.
06:02:00 · MSFT · advisory **DISMISS**
- LOW** Weekly digest delivered · 42 items summarised
Mon 09:00 · digest **READ**

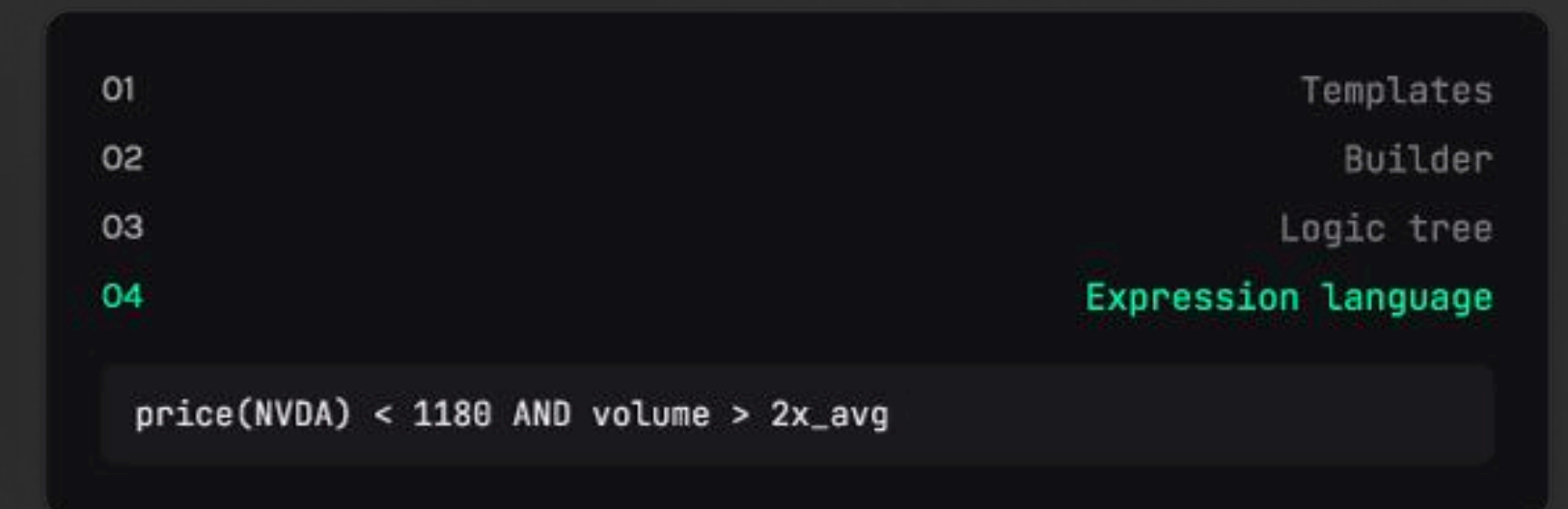
TIER GLYPH · ONE SHAPE, THREE WEIGHTS



CRITICAL HIGH MEDIUM

One shape, three weights. Urgency reads at a glance without colour doing all the work — **colour-blind users** still get the signal.

COMPOSER · 4 DEPTH LEVELS



01 Templates
02 Builder
03 Logic tree
04 **Expression language**

```
price(NVDA) < 1180 AND volume > 2x_avg
```

Don't be alarmed!

LittlePiggy.

ALERTS

Needs action 4

Watching 3

Everything 24

Archived 128

LABELS

Stop-loss

Targets

Earnings

News

NEEDS ACTION 4

WATCHING 3

ALL 24

MARK ALL READ

+ NEW ALERT

TODAY · APR 17

CRITICAL **NVDA** Crossed your stop-loss at **\$1,180** 09:43 **REVIEW →**
NVDA · stop-loss

HIGH **AAPL** Earnings in **2h 14m** 07:27 **VIEW →**
AAPL · earnings

HIGH **AMD** Hit price target **+7.4%** 06:58 **LOG TRADE →**
AMD · target reached

MEDIUM **MSFT** Signal weak — we would skip 06:02 **DISMISS →**
MSFT · advisory

MEDIUM **TSLA** Volume 3× avg · no direction yet 05:44 **WATCH →**
TSLA · vol spike

LOW **GOOG** Daily digest · 42 items summarised Mon 09:00 **READ**
digest

SELECTED · NVDA

Crossed your stop-loss at **\$1,180**

TRIGGER

```
price(NVDA) < 1180  
AND volume > 1.5x_avg
```

WHAT HAPPENED · 09:43 ET

09:40 Broke below 50-day SMA

09:42 Volume surge · 2.3× avg

09:43 **Stop-loss hit · \$1,180**

HONEST MOMENT

"This is a rules-based trigger. Your stop was set at entry — it did its job."

CLOSE POSITION →

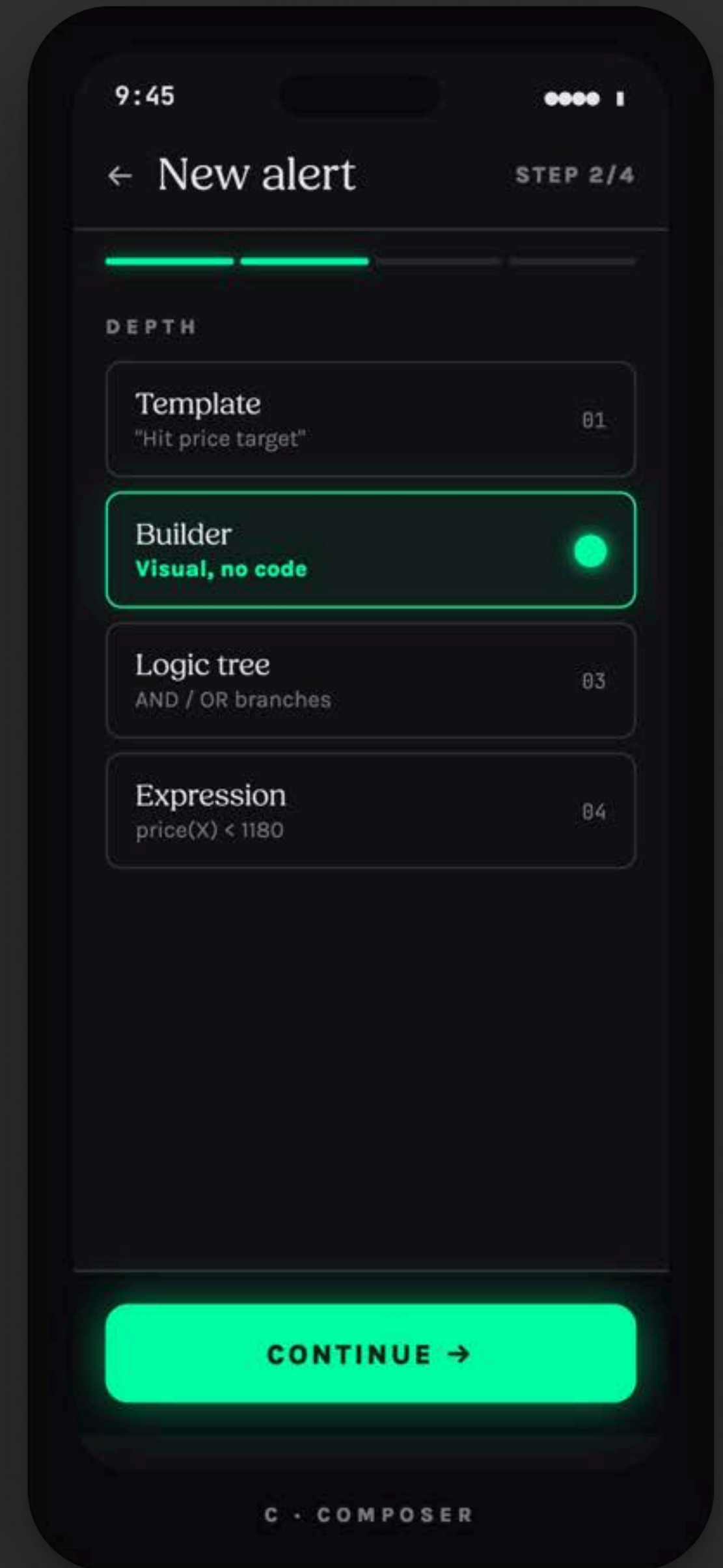
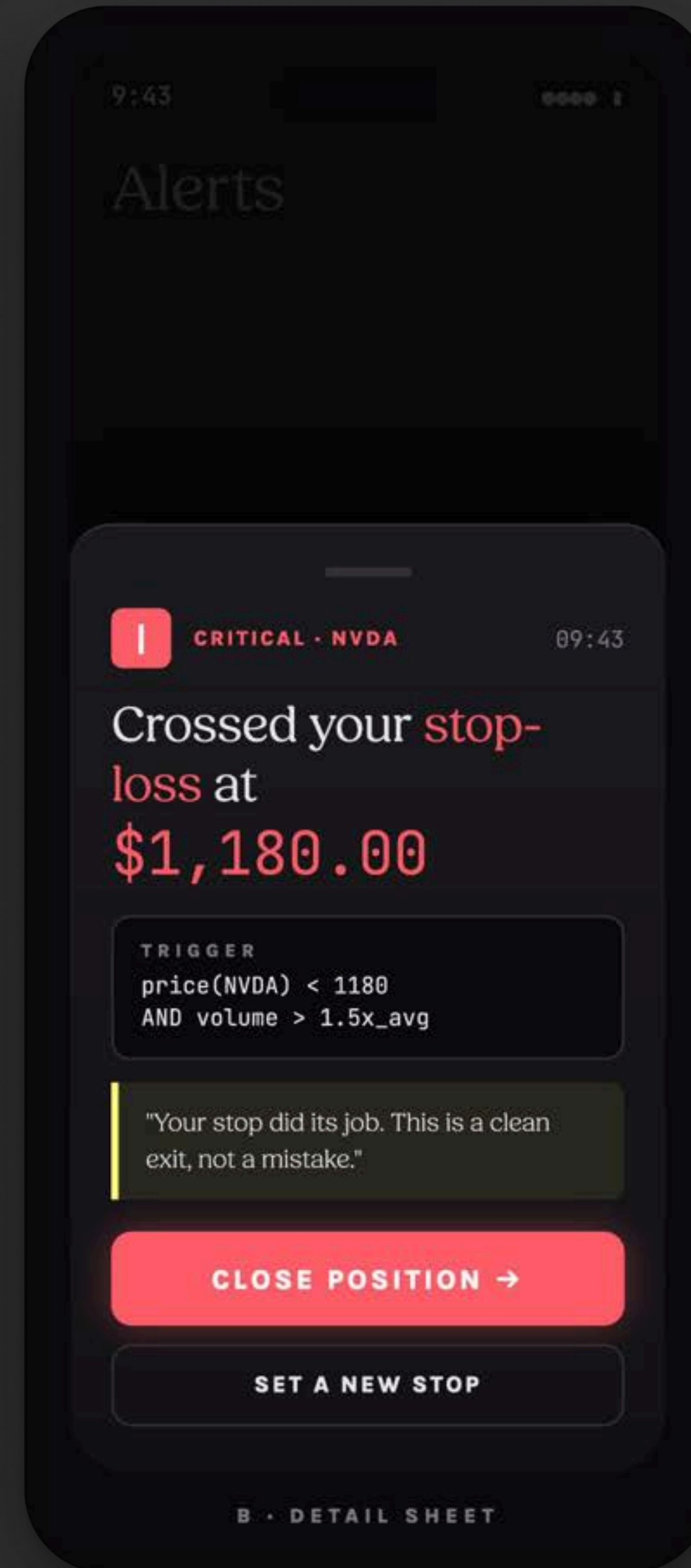
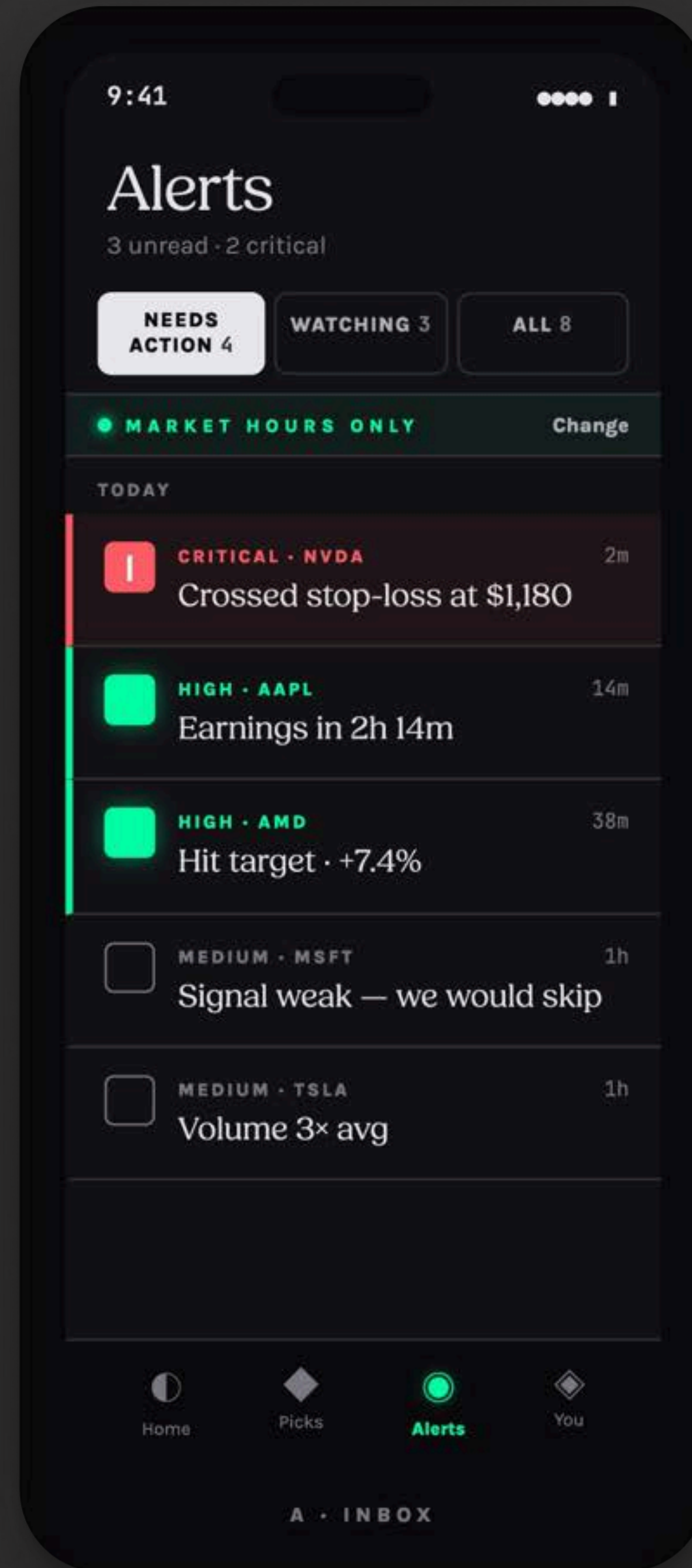
SET A NEW STOP

KEEP HOLDING · MUTE 1H

Mobile Alerts

A segmented inbox with Drag n Drop strip, the expanded detail sheet for a selected critical alert, and the composer entry point. Every screen is anchored to the thumb zone — primary actions always in the bottom third, never above the fold.

- 1** Inbox
Segmented Tabs + DND Strip
- 2** Detail
Bottom sheet, one primary action
- 3** Composer
4 depth levels, progressive



No nasty surprises.

06.1 YOU VS MARKET

10:34

You - 30 days

30D P&L

+8.4%

+\$842.10

+5.3pp Beating the S&P. \$532 more than passive.



HIT RATE **64%** TRADES **14** BEST **+12%**

HOME PICKS ALERTS **YOU**

06.2 WEEKLY RETRO

10:34

← Weekly retro - Apr 17

3 THINGS YOUR TRADES TAUGHT YOU

KEEP

Momentum + 2x vol: 4/5 wins

WATCH

Closing winners 2d early (lost ~\$180)

STUDY

AAPL loss was only trade against trend

See full retro →

HOME PICKS ALERTS **YOU**

06.3 TRADE HISTORY

10:34

← Closed trades

W	NVDA	+12.4%	+\$186 →
L	AAPL	-3.2%	-\$88 →
W	TSLA	+6.8%	+\$142 →
W	AMD	+9.1%	+\$164 →
W	MSFT	+2.1%	+\$31 →

HOME PICKS ALERTS **YOU**

07.1 ALERT CENTER

10:34

Alerts 2 urgent

NEEDS ATTENTION

- ✓ TARGET HIT · NVDA
Hit \$492 · +10.6%
- ! STOP NEAR · AAPL
1.2% from stop · vol spiking

FOR YOUR INFO

- News · NVDA Jensen on CNBC at 3pm 45m
- Pattern · AMD Bullish flag on 4h chart 1h
- Sector Semis +2.1% today 2h

HOME PICKS **ALERTS** YOU

07.2 ALERT COMPOSER

10:34

← New alert · NVDA

QUICK SETUPS

- ✓ HIT \$492 ✓ DROP 5% VOLUME 2x
- ✓ EARNINGS RSI 70+

WHERE TO REACH YOU

- ✓ Push
- ✓ Email
- SMS · 5¢


Create alert →

HOME PICKS **ALERTS** YOU

07.3 PUSH (LOCK SCREEN)

Thursday, Apr 17

10:34

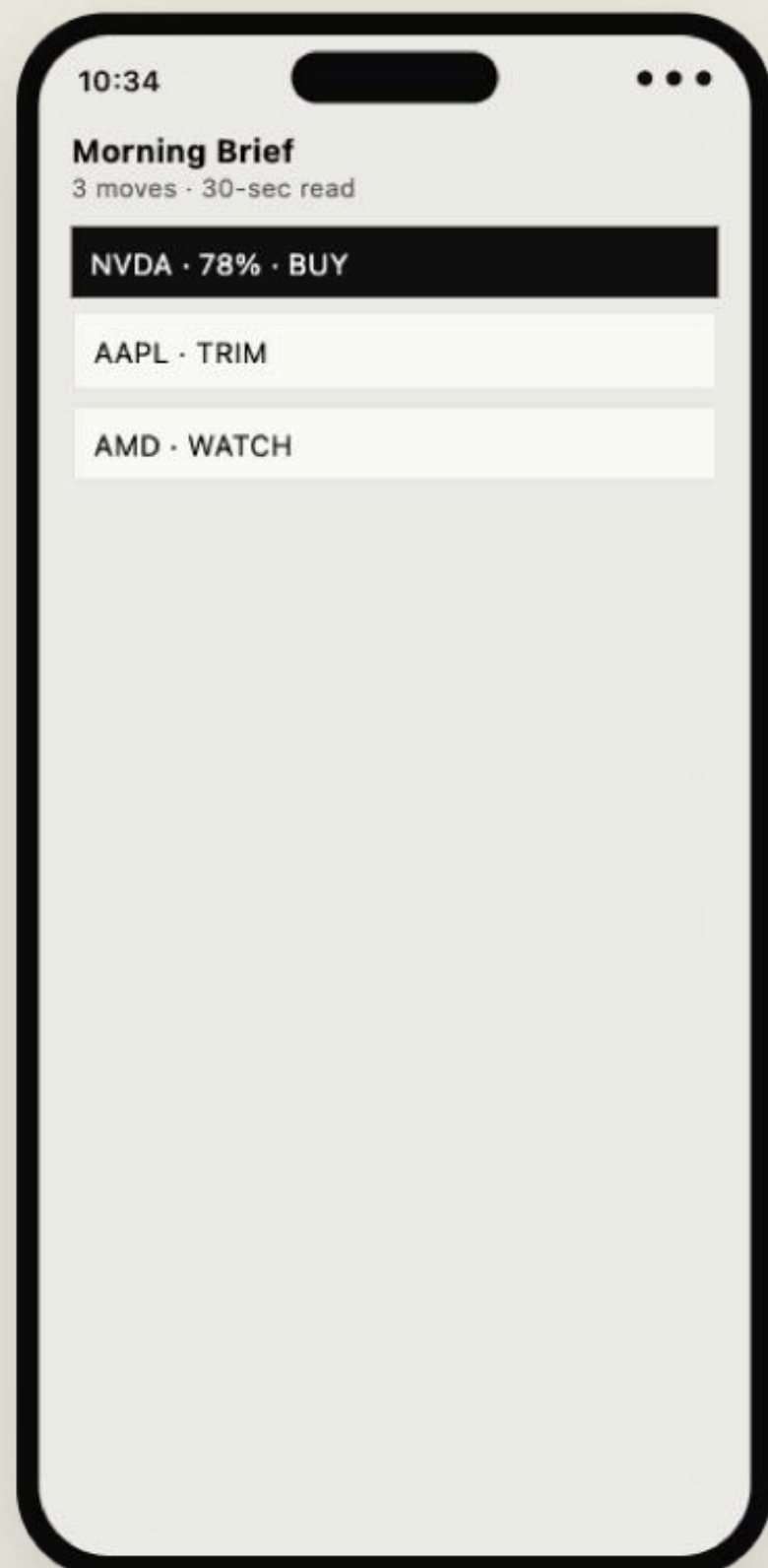
 LITTLEPIGGY **URGENT** now

NVDA hit target · +10.6%
Tap to take profits or trail stop.

Sell all **Trail stop**

LITTLEPIGGY · 6:34 am
Morning brief · 3 moves for today

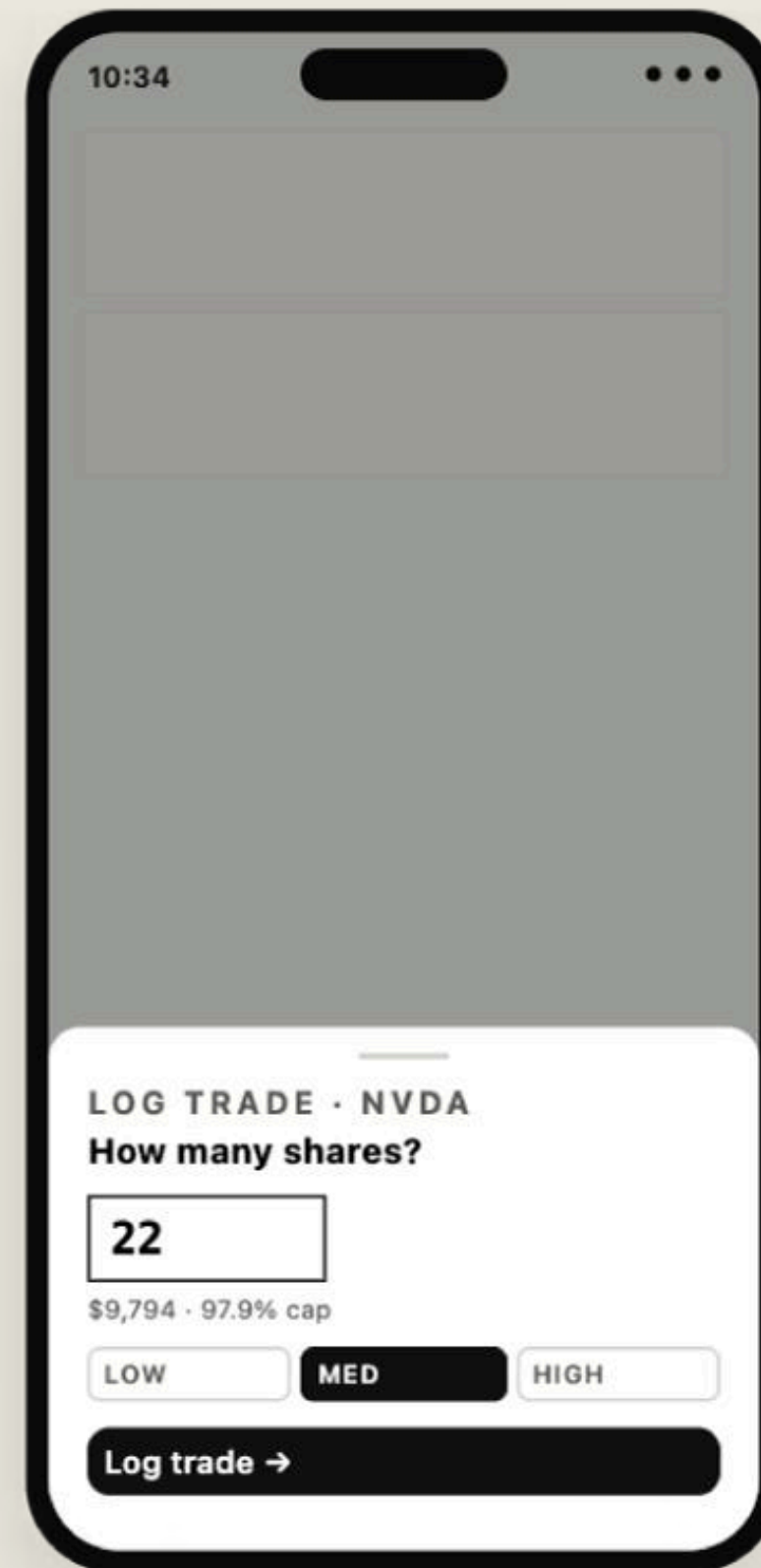
Trading platform integration.



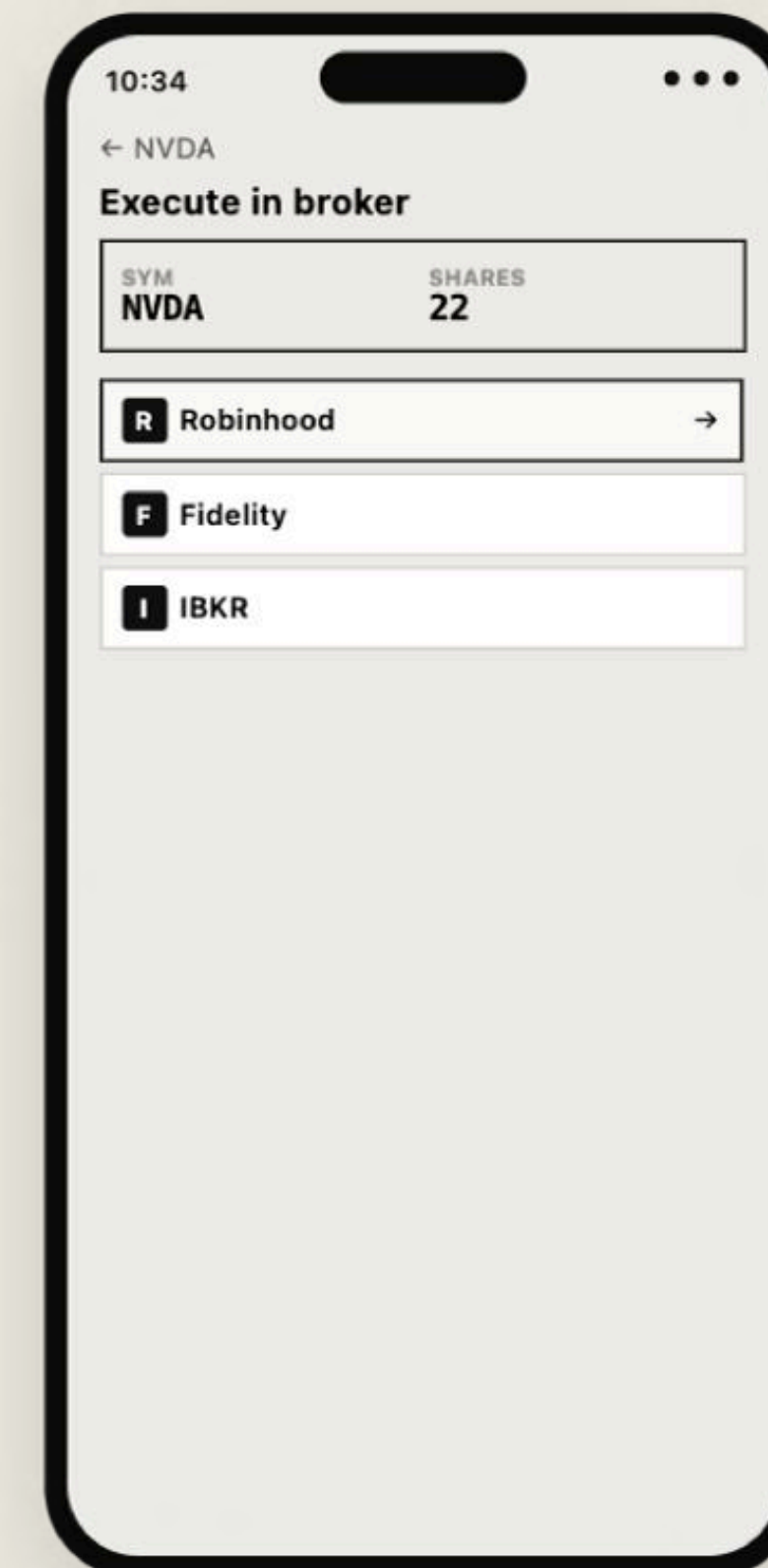
① User taps brief from inbox / push



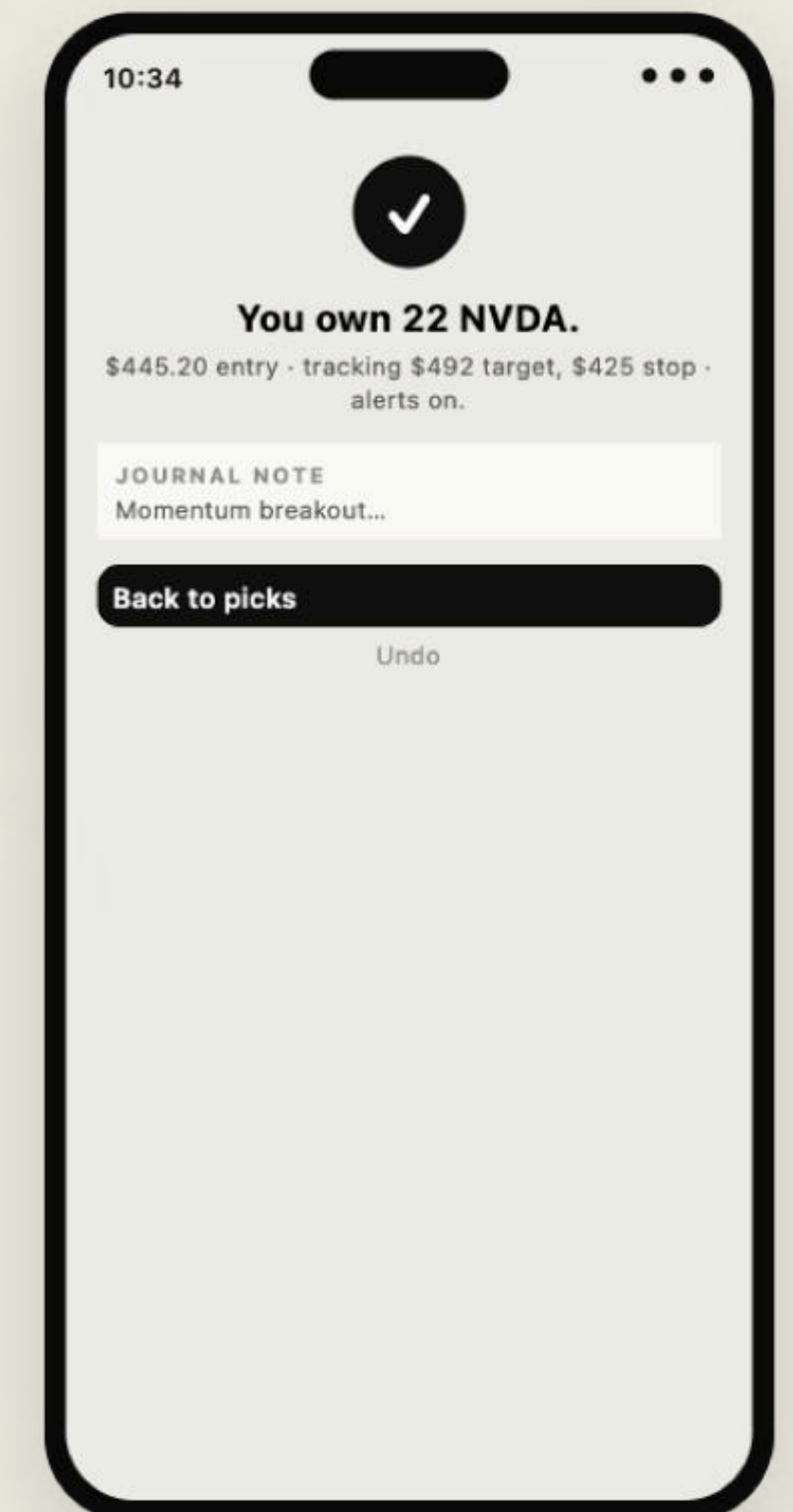
② Tap NVDA → pick detail with evidence



③ Tap 'Log →' → bottom sheet, shares & conviction

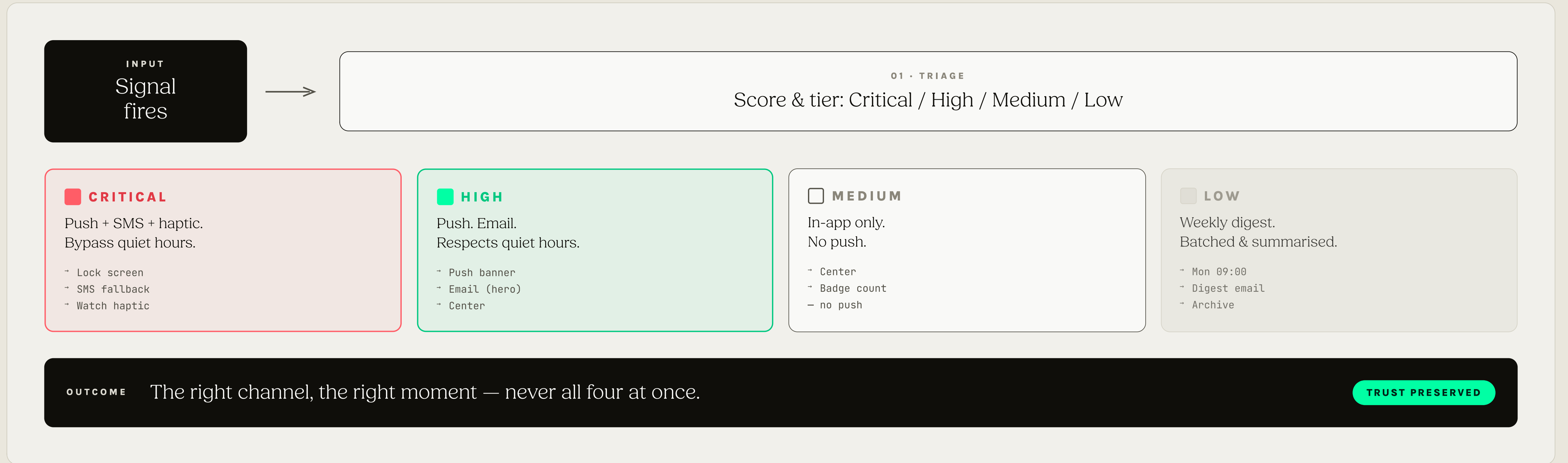


④ Broker handoff (optional) · deep link



⑤ Return to app · confirmation + undo

Never **too** pushy.



Never **too** pushy.

06:14

Tuesday, Apr 23

CRITICAL · NVDA

Stop-loss at \$1,180. Action required.

06:15

Tuesday, Apr 23

HIGH · AAPL

Conf 64 · buy window open.

MEDIUM · MSFT

Honest: signal weak, skip.

ALERTS

Today

NVDA stop-loss
06:14

AAPL buy window
06:15

Honest: MSFT skip
06:02

Digest · 42 items
Mon 09:00

PREFERENCES

Composer

CRITICAL
Push + SMS



HIGH
Push



MEDIUM
In-app only

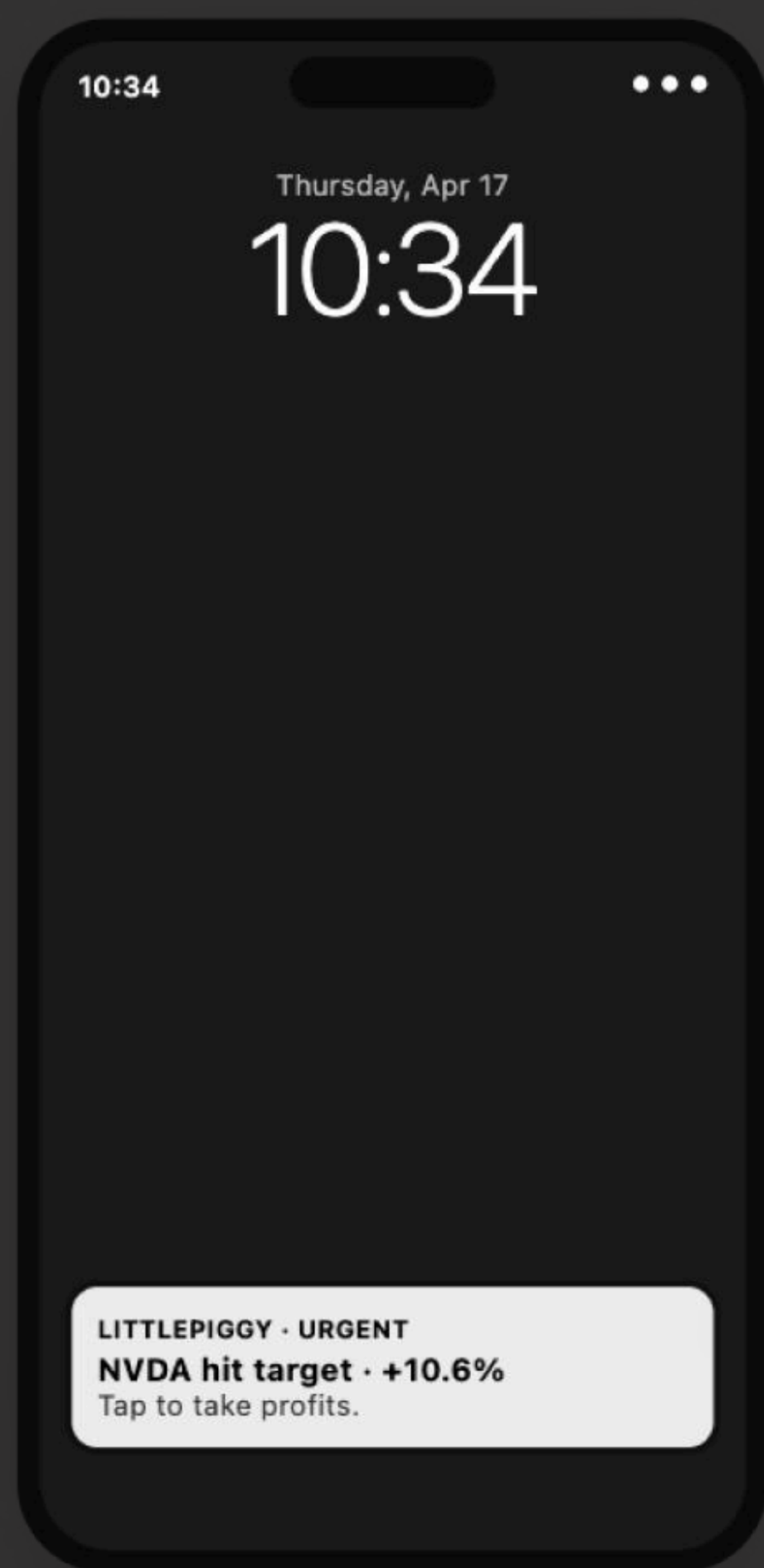


LOW
Digest

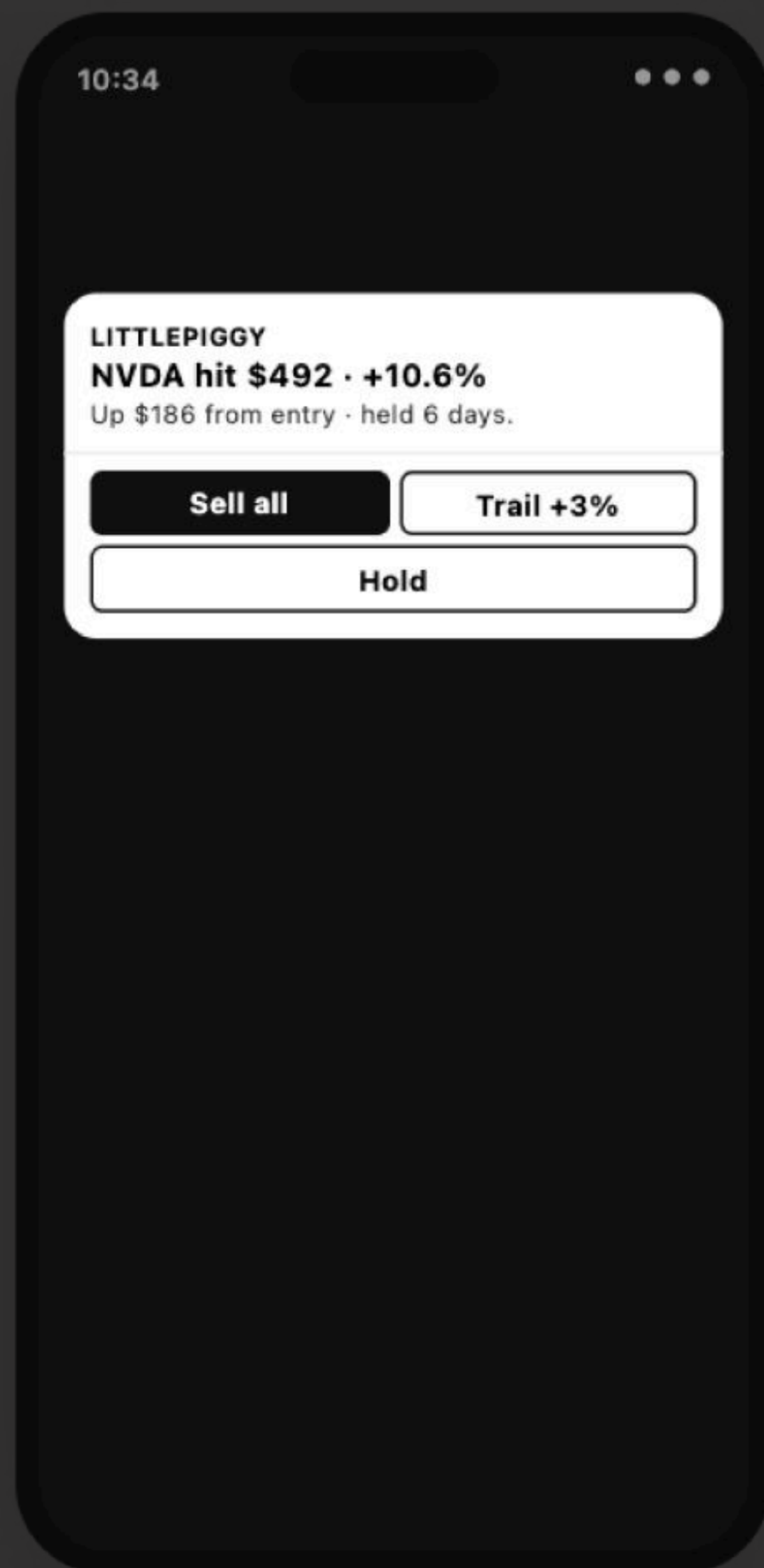
MON 09:00

QUIET HOURS
22:00 - 07:00

Heads-up, **NVDA** hit \$492 (+11%)



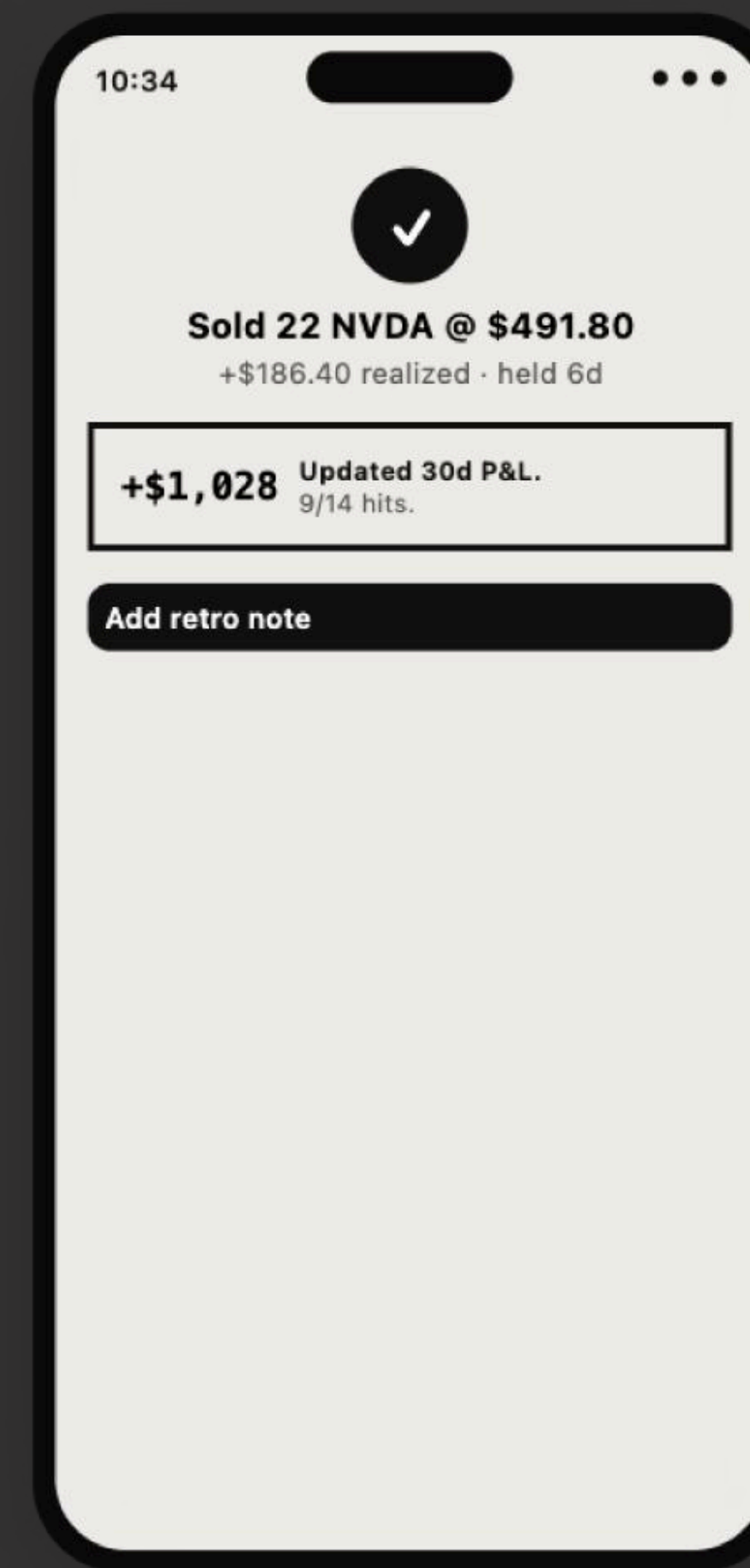
① Locked phone · rich push lands



② Long-press: rich actions inline (no unlock)




③ Tap notif (no long-press) → app opens to sheet



④ After sell → confirmation + P&L update

Confused?

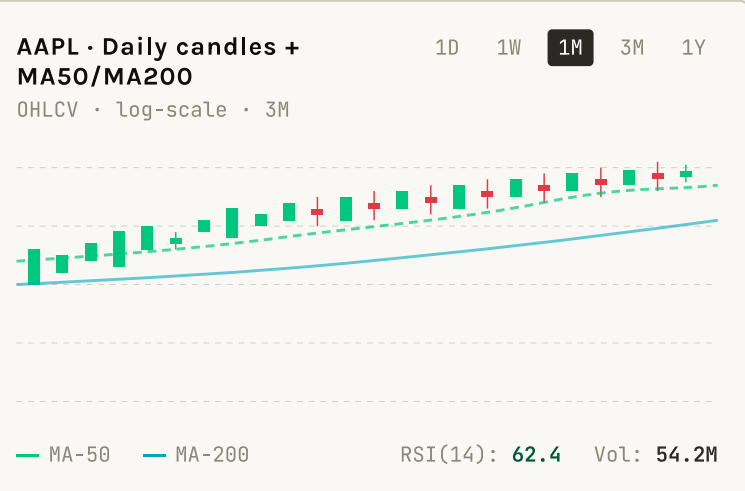

TODAY · 09:42

Why are you bullish on Apple?

- AAPL exhibits a constructive setup across fundamentals and tape action.


The Services segment is compounding at a **22% YoY CAGR** with gross margins north of 74%, driving operating leverage despite a flat hardware TAM. Forward EV/EBITDA sits at 19.2x — a **1.4x discount** to the 5-year mean. On the technicals, price has decisively breached the 200-DMA on rising volume, MACD has crossed bullish on the weekly, and the RSI(14) at 62 is constructive without being overbought. Options flow shows **unusual call volume on the Mar 24OC**, and IV-rank is in the 18th percentile — a favourable risk/reward for long-delta exposure.

AAPL · Daily candles + MA50/MA200
OHLCV · Log-scale · 3M



MA-50 MA-200 RSI(14): 62.4 Vol: 54.2M

AAPL · MACD(12,26,9) · 3M
Histogram + signal line



MA-50 MA-200 RSI(14): 62.4 Vol: 54.2M


Net-net: positive carry, mean-reversion tailwind on multiple, and a clean technical breakout. Recommend long exposure with a stop at the 50-DMA (~\$198).

LOST IN THE JARGON?
I can say all of this in plain English.

↕ TRANSLATE

Translate this for me, please |


**TRANSLATE
INTO PLAIN
ENGLISH**


TODAY · 09:42

Why are you bullish on Apple?

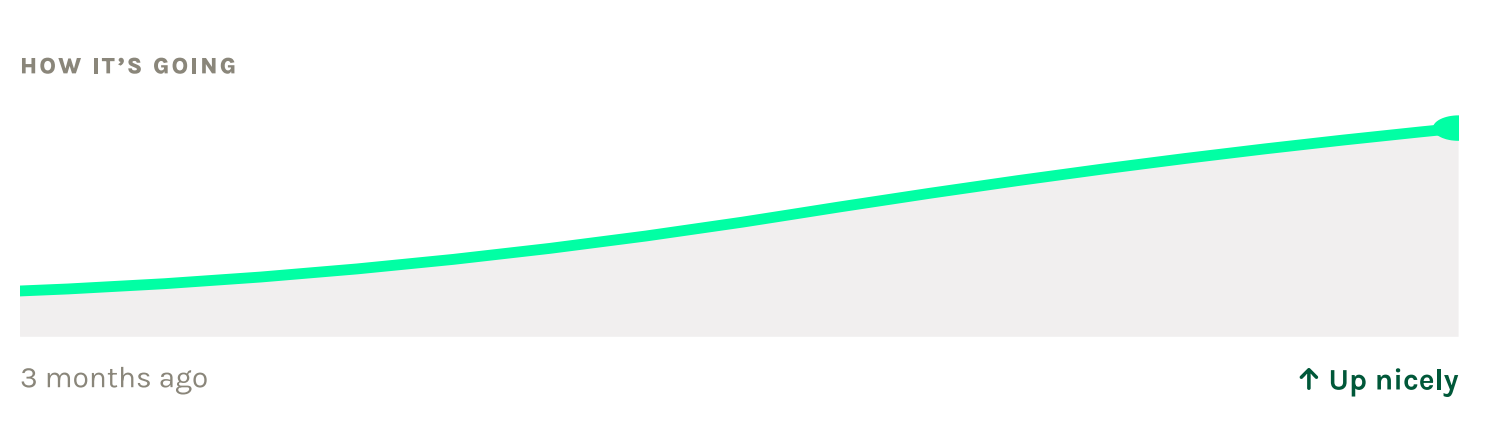
↕ TAPPED "TRANSLATE"

- Apple is *quietly having a great year.*

Three simple things, in normal-person words:

- 1 They're making more money from things you already pay for — iCloud, App Store, Apple Music. That part of the business grew by about a fifth last year.
- 2 The stock is a touch cheaper than usual right now. Same company, slightly lower price tag.
- 3 Lots of investors have started buying again in the last few weeks. The trend is pointing up.

HOW IT'S GOING



3 months ago ↑ Up nicely

Translation: *good company, fair price, going in the right direction.*

Want the technical version back? ↕ Show jargon

What should I buy this week?

● Three picks I'm happy with. *Apple* is the strongest of them.

BUY **AAPL** Apple Their services business keeps quietly making more money every quarter. Boring, but it's the kind of boring that pays.

BUY **CRWD** CrowdStrike Companies have to spend on cybersecurity, recession or not. The summer outage is fully behind them now.

BUY **COST** Costco Membership renewals just hit a record. People keep paying to shop there even when money is tight.

Why Apple over the others?

● It's the one I'd trust with money I couldn't afford to lose. The other two are good ideas — Apple is a **safe one**.

How much should I put in Apple? |

+ LittlePiggy · v2

⌂ ↩ ⬆

The ultimate conversational advisor.

Anything I should sell right now?

● Two names I'd let go of today.

SELL PTON
Peloton

Subscribers shrank again. The story keeps getting smaller and there's no clear reason that turns around.

SELL WBA
Walgreens

They cut the dividend, the new CEO is still finding their feet, and rivals are eating the prescription business. The reason you bought it isn't there anymore.

Selling both frees up **£3,180**. I'd move it into Apple if you're asking.

What about NVDA? It's up a lot.

● Don't sell it. *Trim a bit.*

You're up **+38%**. Selling 3 of your 8 shares locks in the profit and means you still own it if the run continues. Best of both.

Do the trim and the two sells together |

+ LittlePiggy · v2 ▾

⌂ ↩ ⬆

Show me what I'm holding and how it's doing.

● You're up **£2,140** this year. Quietly winning.

Six things in your portfolio. Here's how each one is doing, in plain English:

AAPL **+£420** Doing what you bought it to do. Hold.
Apple

NVDA **+£1,840** Your big winner. A bit too big now — see my earlier note.
NVIDIA

COST **+£310** Slow and steady. Exactly the role it should play.
Costco

TSLA **-£58** Wobbly week, but nothing has actually broken. I'd sit tight.
Tesla

PTON **-£190** Sell. The reason you bought it stopped being true.
Peloton

WBA **-£182** Sell. The dividend was the point and they cut it.
Walgreens

The short version: **four winners, two need to go**. If you do the two sells, you'll have a tidier portfolio and £3,180 to put to work.

Walk me through the two sells one more time |

+ LittlePiggy · v2 ▾

⌂ ↩ ⬆



Tell me, simply, why you think Apple is a winner.

● Three reasons. *Plain English.*

1 They make money even when you don't buy a new phone.
Their App Store, iCloud, Apple Music, and Apple Pay quietly bring in cash every month. That part of the business grew 22% last year and keeps growing.


2 India is becoming a real second home for them.
A few years ago iPhones were almost invisible there. Now Apple is opening stores, building factories, and Indians are buying. It's a brand-new pile of customers.

3 Their own chips cost less and work better.
Switching from Intel to making their own chips means they keep more of every dollar a Mac earns. Most analysts haven't fully caught up to how much that's worth.

THE HONEST VERSION

Apple isn't the most exciting stock you could own. It's the one most likely to *still be here, still working*, in five years.

Okay — buy me £1,500 of it |

+ LittlePiggy · v2 



Why Apple and not Microsoft?

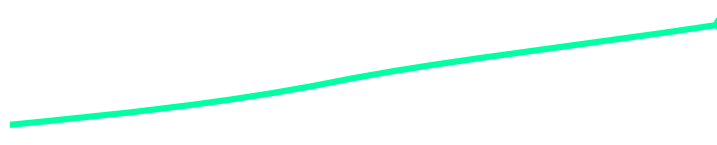
● Same business, very different moment. *Apple is the one* right now.

MY PICK

AAPL
Apple

Buy

MOMENTUM · 3 MONTHS



Quietly climbing. Up nearly every week.


NEWS MOOD

☺ Mostly positive

Headlines about India sales, App Store growth, and the new chips. Almost nothing negative this month.

STRATEGIES THAT AGREE


12 out of 13



MSFT
Microsoft

Wait

MOMENTUM · 3 MONTHS



Slipping. More down weeks than up.


NEWS MOOD

☹ Mostly negative

Cloud growth slowing, AI spending under scrutiny, and analysts trimming targets. Mood has cooled.

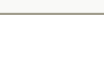
STRATEGIES THAT AGREE

1 out of 13



THE SHORT VERSION

When 12 of my 13 strategies pick the same name, I listen. Microsoft is a great company — just not at this price, this week.

LittlePiggy · v2 

Buy me \$1,500 of Apple.

● Want me to lock this in for you?

Apple at **\$214.82** a share. About **7 shares** for your \$1,500.

✓ **HELL YES!**

Thanks, but I'll wait

YOU · TAPPED "HELL YES!"

● On it. Tell me how much — and we'll go.

AAPL BUY
Apple Inc. · \$214.82 / share

HOW MUCH?

\$500 \$1,000 **\$1,500** \$2,500 Max · \$4,820

EXPECTED RETURN +\$184 if it plays out the way I think	TIME HORIZON Only 5 days quick in, quick out
--	--

BUY · \$1,500

Order goes to your linked broker. You can cancel up to the moment it fills.

Set an alert if AAPL drops below \$210 |



Buy · \$1,500

● Done. *You own Apple.*

✓ **Order filled** BOUGHT
Today · 09:43 · via Trading 212

TICKER AAPL	SHARES 7	AVG PRICE \$214.82
-----------------------	--------------------	------------------------------

Total spent **\$1,503.74**

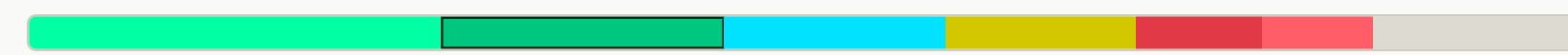
I'll keep an eye on it. If anything changes my mind in the next 5 days, you'll be the first to know.

● Here's where you stand now.

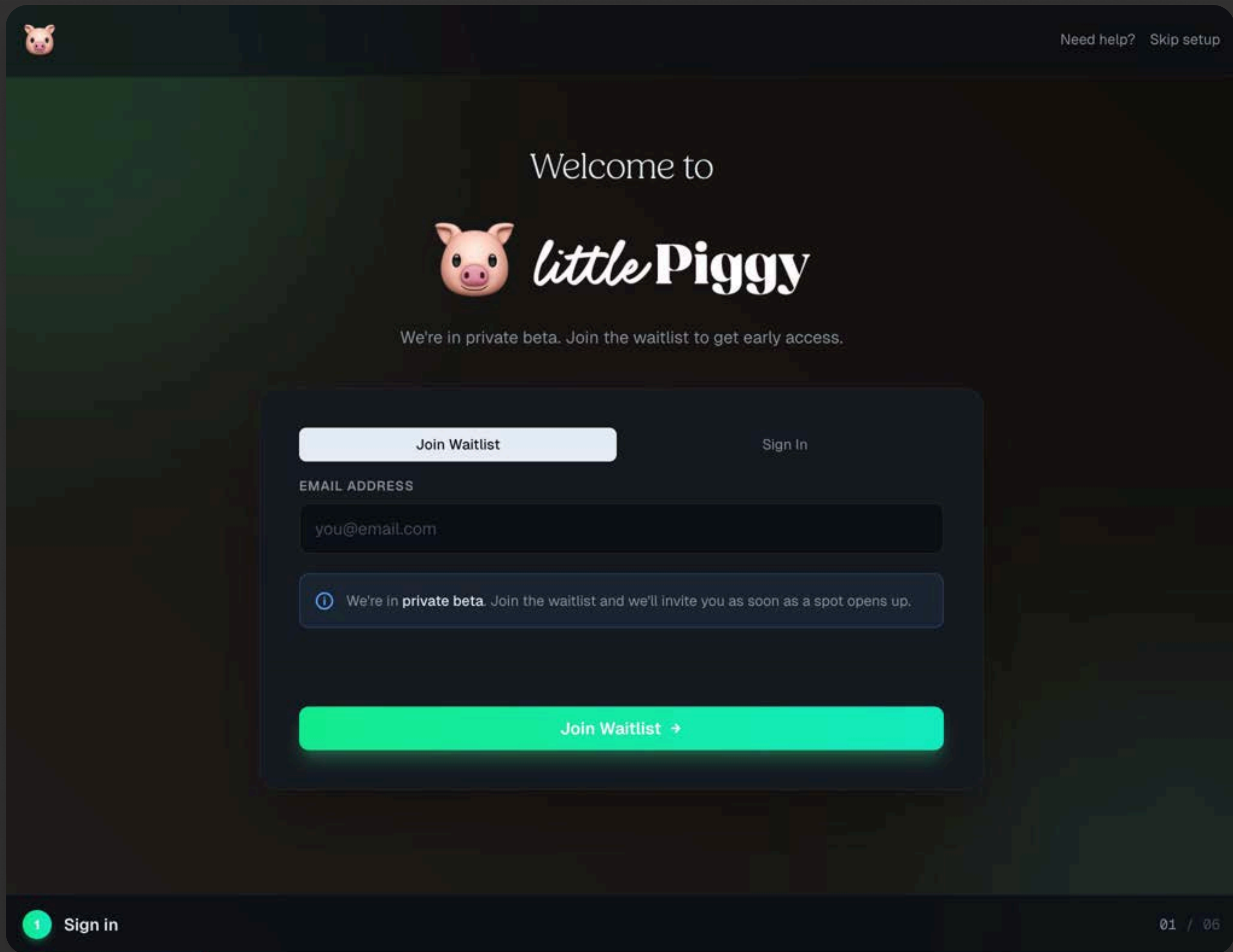
\$36,324 ▲ +\$2,324 YTD

7 holdings · cash remaining \$3,316

HOW IT'S SPLIT




NVDA	NVIDIA	\$9,442	+\$1,840
AAPL NEW	Apple	\$6,538	+\$420
COST	Costco	\$5,085	+\$310
TSLA	Tesla	\$4,358	-\$58
PTON	Peloton	\$2,906	-\$190



Need help? Skip setup

Welcome to


 little Piggy

We're in private beta. Join the waitlist to get early access.

Join Waitlist Sign In

EMAIL ADDRESS

you@email.com

 We're in private beta. Join the waitlist and we'll invite you as soon as a spot opens up.

Join Waitlist →

1 Sign in

01 / 06

Thanks.

SIGN UP FOR EARLY ACCESS AT:
LITTLEPIGGY.AI