

Summary of Capstone Project:

Brazilian brokerage market research – Review of XP (Inc) Investimentos financial services for Brokerchooser

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Degree Program:

MS in Finance



June, 2020

Summary

This project intends to do a market research about the online brokerage market in Brazil. The review will provide Brokerchooser with the necessary inputs to understand a new market and review one selected broker to publish an analysis on their website.

The full review analyzes the following points of the selected broker:

- Summary;
- Fees;
- Account Opening;
- Deposit and withdrawal;
- Trading platform;
- Markets and products;
- Research;
- Customer Service;
- Education;
- Safety.

In that sense, the project intends to help customers to choose better on how to allocate their online investments through this platform and compare with the main brokers on a country and also global level.

About Brokerchooser

Brokerchooser helps people invest by matching them to the best investment services. They are transforming how people invest by making reviews and comparing brokerage service and fee's. Founded in 2016, Brokerchooser quickly became the leading European broker comparison site and plan to expand their platform globally. Brokerchooser is part of InnovationsLab at CEU.

About XP Inc

XP Inc (XP.O) sold nearly \$2 billion in shares on Nasdaq to become the fourth-largest US IPO offering in 2019. The Brazilian company offers financial products and services through multiple channels, such as brokerage, investment advisory and asset management services. It operates its financial products in an Open Product Platform (mobile and desktop version), which provides clients with access to over 600 investment products, including equity and fixed income securities, mutual and hedge funds, structured products, life insurance, pension plans, real-estate investment funds (REITs), among others. XP took over the No. 1 spot for Brazil equity trading, surpassing UBS's local broker-dealer, according to data compiled by Bloomberg.

The platform chosen

For the purpose of this project, we choose XP Investimentos broker to be reviewed at Brokerchooser website as the Brazilian brokerage possess a market-leading position in Brazil.

Benefits to the Client

The Client benefits from this project increasing their broker review to a new market and the leader brokerage firm in South America. Potentially, the review can bring new leads to their website. Attracting more users to their platform, increasing not only XP base of clients accessing Brokerchooser, but also showing to them a possibility to invest in other brokerage firms globally.

Learning Experience

Learning outcomes for the student:

- Work together with a start-up in a fast paced environment;
- Deep knowledge of brokerage investment market;
- Project Management skills to fulfill the deadlines;

Data collection and analysis of more than 300 data po