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WealthFluent – A Platform for Investors Who Want the Knowledge, Financial Education and Tools to Manager their Own Money

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CEOCFO: ***Mr. Kon, according to the WealthFluent website you offer, "The platform self-directed investors have been waiting for." In what way?***
Mr. Kon: Most of the technology platforms out there for investing are a funnel towards other services like advisory or planning, or controlled investment management. Our platform was built for investors like ourselves who want the knowledge, financial education, and the tools to manage their money themselves.

CEOCFO: ***How does it work?***
Mr. Kon: At the root, WealthFluent allows the user to build a dynamic auto-updating balance sheet. The user imports all of their assets and liabilities, investments, and accounts. That gives them a holistic view of their aggregated net worth, and then they are able throughout the platform to manage that network through lifetime wealth planning, portfolio management, and portfolio optimization tools; along with information on their transactions. Then they can access our proprietary artificial intelligence layer that lets them ask anything about their financial picture.

Our AI is secure, hosted in Amazon Bedrock. The value with this AI implementation is that it knows your wealth plan, goals, family and all of your accounts, as well as investments and transactions. It is able to give you very detailed information back from virtually any query.

CEOCFO: ***Are people ready for the AI component?***
Mr. Kon: I think so. We did not build an AI-first platform. We built a financial analytics platform first. We added the AI layer as a way to make it easier to understand the interface and to walk people through platform functions and management. Our AI is not on autopilot or managing your investments, but it is helping you make really good financial decisions.

CEOCFO: ***Would you give us a scenario of what someone might ask of the platform?***
Mr. Kon: They can ask simple things due to its access to all user accounts. They can ask how much they spent on groceries last month or what they spent on Amazon. It can filter through any time period and any topic the user is looking for.

On a more complex level, the user could ask our Magpie AI things like, "What are the risks in my portfolio if this certain scenario in the market happens, such as if interest rates go up or down, and what would that do to my portfolio." They can also ask if there are high concentrations in their portfolio of certain investments and what is associated with that. It is able to analyze all aspects of their portfolio with virtually any queries.

CEOCFO: ***How are you able to account for the unexpected events that come into play and what is it about the system you developed that can guide people before it happens and when it happens?***
Mr. Kon: Our lifetime planning tool is not a traditional financial planning apparatus. The user will input the details of their life-long goals. It will project an entire distribution of net worth from now until the end of the portfolio. The portfolio may be based on end of life or end of life for a spouse. It takes current market information, important surveillance factors, and projects the future. When I say the entire distribution, it means the probability of all events that could happen based on what we know now. That is shown to the user by clarifying the likely path, along with the upside potential and the downside risk. They have clear access to see the potential future risks.

This layer is highly customizable to each person's view of risk. Users can adjust how much risk they take on and see the corresponding change in expected compensation. As they shift the balance between risk and return, projections update accordingly. Instead of vague choices, they're shown clear trade-offs: taking on more risk may increase potential upside, but it also raises the chance of losses or running out of money before retirement.

As users make these adjustments, they are effectively building their benchmark portfolio. From there, they can follow the plan, which automatically evolves over time to stay aligned with their goals. AI and mathematical models help optimize their portfolio so it closely matches this benchmark, while accounting for each user's unique situation and constraints.

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CEOCFO: ***Where do you see the audience growing?***
Mr. Kon: Today, our largest group is people in their 50s and 60s who are thinking seriously about retirement. Many of them have worked with financial advisors in the past but now prefer to be more hands-on. They are interested in finance and want greater control over their investments. While we believe our tools can benefit anyone and help improve financial literacy broadly, they are especially valuable for people who actively follow the markets.

Looking ahead, we see strong growth among younger users as well. Once someone is earning an income and building a career, these tools become very relevant for growing and managing wealth. In particular, married couples in their 30s and 40s with kids tend to benefit the most because they are balancing long time horizons with some of the most complex financial situations.

For example, the average family has around 22 financial accounts. These include old IRAs, 401(k)s, college savings accounts, and more. Managing all of that separately is very difficult. What we have built allows users to treat everything as one unified portfolio, while still accounting for all the underlying complexities and constraints.

Another advantage is that it does not require a huge time commitment. Many of these users are busy and do not have hours to dedicate to financial management. With the WealthFluent toolset, once you are set up, it is mostly about monitoring and making occasional adjustments. It is not like doing taxes or sorting through paperwork. It is a dynamic, real-time system you can check anytime, even from your phone, to see where you stand in the market and track your net worth.

CEOCFO: ***What has been the reaction to Magpie AI?***
Mr. Kon: There has been a lot of excitement around Magpie. It really has two main parts. The first is the AI layer, where you can ask questions and get help on almost anything. The second, which we introduced more recently, is a live AI agent that works with you to actively optimize your portfolio.

The response to that second piece has been especially strong. What used to feel overwhelming, like managing 20-plus accounts and a mix of investments in spreadsheets, is now a guided, conversational experience. Magpie walks you through it step by step, explaining your risk, suggesting adjustments, and helping you move toward an optimized portfolio that aligns with your benchmark.

Since launching it, we have seen a lot more engagement and questions. People can still reach out to a human when they need to, but Magpie is able to handle most of those conversations. What makes it unique is that it is built on years of work from our team, including my father, our advisory board, and academic research. The knowledge and structure behind it are proprietary and grounded in a new approach to finance.

We are also using WealthFluent in university settings, both graduate and undergraduate. Students can use Magpie to ask questions about their coursework, which adds a really interactive layer to learning.

We expected more hesitation around AI, especially around trust, but that has not been a major issue. A big reason is how carefully we built the system. Nothing you share with Magpie is sent back to external model providers. While we use models like Anthropic under the hood, they are hosted in secure infrastructure, so your data stays protected.

Some users are also cautious about linking financial accounts. Those connections are read-only, and everything is secured with bank-level protections through our partners. Overall, users tend to feel very comfortable once they understand how it works.

CEOCFO: ***What have you learned from your customers since you started WealthFluent?***
Mr. Kon: We've learned a lot from our users. That includes everything from how people handle more complex investments like annuities to the kinds of decisions they have made over time. We have also gotten really valuable feedback that is shaping how we build the product.

A big focus for us now is being able to respond quickly to customer ideas. Users often bring up unique needs or features they have seen elsewhere that they would like to incorporate. We have built things in a way that lets us move fast and turn those ideas into solutions.

One of the biggest takeaways is that everyone's financial situation is different. People have different goals, constraints, and preferences, so flexibility is critical. That is a big reason why we designed the platform the way we did.

We also put a lot of value on staying close to our users. We get a steady stream of emails and have regular conversations with customers, including Zoom sessions. Those interactions help us understand how people are using the platform, where they need more guidance, and how we can continue improving both the product and their overall financial knowledge.

CEOCFO: ***Your pricing seems quite reasonable; are people paying attention?***
Mr. Kon: We've always wanted it to feel like a no-brainer, where the value clearly outweighs the cost. For my partners and me, this is a second career. We've spent years in institutional asset management, academia, and other industries, and this venture is partly driven by a desire to make high-quality financial tools more accessible.

Our goal has been to bring the kind of analytics typically reserved for institutional investors to a broader audience. The only way to do that at scale is to keep costs low. I've always believed in building carefully and operating lean, and that philosophy has guided us here.

We've structured things so we can keep pricing as low as possible while still building a sustainable, profitable business over time. Compared to traditional wealth management, which usually charges a percentage of assets, a fixed fee model tends to pay for itself pretty quickly.

CEOCFO: ***Would you tell us about the CFO mindset, where you are applying institutional, financial thinking to personal wealth?***
Mr. Kon: What I find most interesting is that most people don't manage their personal finances the way a company would. In a business, you're focused on efficiency, long-term growth, and overall performance. On the personal side, people often just think in terms of what they can afford to spend.

Our view is that anyone can act as their own CFO. With the right tools and mindset, individuals can approach their finances the way institutional investors do. That means focusing on long-term growth, managing net worth, and thinking in terms of overall value rather than just budgeting and expenses.

A lot of people divide their money into separate buckets, this account for savings, that one for spending, and so on. What WealthFluent does is shift the perspective to total net worth. You can still draw from different accounts as needed, but your investments are managed as one unified portfolio. That is how institutions operate at scale, and it is an advantage we can now bring to individual users.

CEOCFO: ***How are you reaching out to clients?***
Mr. Kon: A lot of our growth so far has been very grassroots. We have kept our marketing spend relatively low compared to most startups in this space, and instead focus on directly engaging with users. Word of mouth has been a big driver, along with spending time talking to customers and understanding where they are coming from.

We are starting to layer in more traditional channels like advertising, including platforms like Meta. That said, our audience is a bit unique. The kind of person who really benefits from this approach is not always easy to find through standard marketing channels.

Because of that, we are always experimenting with different ways to connect with people. That includes partnerships with higher education, hosting webinars, and engaging through social media and online communities. Overall, it is still very much a grassroots effort.

CEOCFO: ***What is next for WealthFluent, and what else should people know about WealthFluent?***
Mr. Kon: We have a big roadmap ahead. We are continuing to expand the models to include more real-world factors. For example, we are working on incorporating human capital, so a user's future earning potential becomes part of their overall financial picture. We are also building in more flexibility around assumptions, like letting users adjust growth and decline rates based on market data and government benchmarks.

A major focus for us is financial education. My partner, Dr. Stanley Kon, wrote *Do-It-Yourself Wealth Management*, and that thinking is a big part of what we are building. We already have pieces of that education available, but we are taking it further.

Our view is that education is most effective when it is built directly into the tools people are using. So we are developing a full curriculum on the WealthFluent platform that teaches both how to use the product and how to think about investing and wealth management.

At the end of the day, our mission is to move beyond basic financial literacy and help people achieve true financial fluency.