

## EXECUTIVE SUMMARY

Retail investors often have trouble in doing due diligence on potential investments with their limited time and lack of expertise in conducting in-depth research. This can lead to a lack of understanding of the risks and potential rewards associated with different investments, which may result in poor investment decisions. The solution that we created is NIMBL, it is a company that provides independent financial research and analysis to retail investors. By connecting freelance financial professionals, including analysts and researchers who specialize in various industries and sectors, NIMBL aims to provide high-quality research and analysis to help retail investors make informed investment decisions. With the current increase in the number of retail investors in Indonesia, there is an ample size of untapped market to be used. NIMBL provides retail investors with flexibility and easy access to the freelance equity analyst, which can give retail investors access to specialist information and specialized experience in particular industries or sectors. Freelance equity analysts also enable NIMBL to provide retail investors with more affordable rates.

**Keyword:** *Retail Investors, Freelance Equity Analysts/Financial Professional, Research and Analysis, Investment Decision, NI*