



PLANEASY INNOVATION HIGHLIGHT



COMPANY OVERVIEW

PlanEasy is an online advice-only financial planning platform. The mission is to make advice-only financial planning easy, accessible, and inexpensive. PlanEasy helps Canadians improve their financial situation, their financial security, and overall peace of mind. There are no commissions, no sales goals, just advice.

LOCATION: LONDON, ON

TECHNOLOGY



Data Centre and Cloud

BIASED FINANCIAL PLANNING

Unbiased advice-only financial planning is currently expensive and hard to access for the average Canadian household.

- People are worried about being sold products rather than getting advice.
- There's a gap between the advice people want and the advice they receive, with advice being focused on products like investments and debt.
- Most people don't have access to unbiased financial advice, which has an impact on their net worth and financial security.
- Current financial planning software doesn't focus on the average Canadian.
- Existing business models for unbiased financial planning are expensive and this makes unbiased advice less accessible.

NO-BIAS FINANCIAL ADVICE

PlanEasy provides a self-directed financial planning platform and optional one-on-one engagements with an advice-only financial planner. The platform is unbiased and allows clients to build their own financial plan, leading to higher engagement and trust. The platform guides clients through each step of the financial planning process, reducing the time and expense required to deliver a custom financial plan. As a result, PlanEasy provides highly custom advice at a price that is accessible to the average Canadian household, improving their financial security and peace of mind.

OPTIMIZING PLANEASY'S RESPONSE TIME AND SCALABILITY

Using the CENG N Testbed, PlanEasy pivoted their platform build to have full system utilization and a significantly improved application response time. Using an extra week of testing at CENG N, PlanEasy also made changes to their database architecture to improve its platform efficiency with their datasets. This led to a reduction in customer loading times and gave them the ability to scale up to 500 concurrent users. PlanEasy is leaving their CENG N project with an optimized platform for customer growth.

"Testing at CENG N allowed our platform to scale to up to 10,000+ paid users and 500 concurrent users, better preparing us to launch our new self-directed financial planning service."

Owen Winkelmolen
Founder, PlanEasy



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