

# TEEN TRADERS

Teen Traders are disrupting established markets, creating new ones and changing the rules of the game from the comfort of their bedrooms.



We are a cultural intelligence platform. Get in touch at [info@codec.ai](mailto:info@codec.ai)

## START SMALL, WIN BIG

10-year-old Jaydyn Carr made a 5,000% ROI when he sold his GameStop stock - a gift his mother got him for \$60 in December 2019 - when the company's value surged in February, earning him \$3,200.



Once the preserve of the powerful few, the world of stocks and shares is being upended by a **generational mindset shift** and the **democratising forces of digital**.

Teens have grown up in an always-on connected world. They've developed strategy chops through gaming, built knowledge and skills through social community, and have a fearless attitude towards failure.

The **hustle generation** is now applying that entrepreneurial mindset to their financial wellness. Retail channels like the resale market, now said to be worth \$2bn in North America alone, as well as investing apps like Robinhood, are helping facilitate those who want to dabble in the field, but still **can't financially play ball with the Wall Street big dogs**. The GameStop debacle, led by Reddit users, showed that it would be naive to underestimate the outliers.

Having grown UK monthly active users by 150% in 2020, Depop represents the Teen Trader mentality in action, by allowing its young users to **create a new revenue stream** through selling pre-owned clothing online.

It's becoming clear that **students will soon become masters when it comes to playing in more traditional finance spaces as well**.