



Budgeted Capital Media

Money talks. We track it.

One-Page Whitepaper | Version 1.0

Overview

Budgeted Capital Media is a financial media and education platform delivering clear stock news, podcasts, and newsletters for retail investors. The platform focuses on factual market interpretation, earnings context, and macro awareness without hype or speculation.

The Problem

Modern financial media prioritizes clicks over clarity. Retail investors are flooded with noise, short-term narratives, and misleading signals that obscure real market drivers.

The Solution

Budgeted translates real-time market data into understandable insight. Each piece answers three questions: what happened, why it matters, and what to watch next.

Core Products

- Stock news covering market movers, earnings, and macro events
- Daily five-minute market recap podcast plus weekly deep dives
- Weekly newsletter featuring key stories, earnings highlights, and watchlists

EE Financial Integration

Budgeted is the media layer of EE Financial. Articles, podcasts, and newsletters pull live pricing, volume, and historical context from EE Financial APIs, linking every story to a professional terminal-style dashboard for deeper analysis.

Audience

Retail investors, long-term builders, and professionals seeking disciplined market insight.

Positioning

Budgeted is an education-first media brand, not a brokerage or trading signal service.

Disclaimer

All content is for informational purposes only. Market data may be sourced from third parties via EE Financial. Past performance does not guarantee future results.