



Micro-Investing Made Possible.

What is Acorns?

Acorns is your savings-bot and micro-investing tool that makes it fun and easy to save and invest on the fly.

Our app turns your smartphone into a micro-investing machine that can help you build an investment account with little effort. It enables you to capture loose change from your normal spending with most debit and credit cards, and regularly sweeps these small increments into an index fund with one of the largest mutual fund companies.

Through micro-investing with high frequency, we make it easy to make substantial investments over time and maximize the compounding effect.

If you're looking to grow an oak size investment from acorns of change, then let Acorns link your savings to your spending! Sign up below for an invite to the closed Beta!

[Sign Up](#)

Acorns works with these popular banks and over 12,000 in total!



About Us

One of the world's largest problems is the inability of the average person to save and successfully invest for the future. The US Census Bureau finds that 80% of adult Americans are concerned about having enough money to retire, with 35% wholly dependent on Social Security at the time of retirement. The reasons are varied: some have trouble coming up with enough money to open an investment account and therefore never get started, others can't invest large enough sums to justify the brokerage fees and expenses, and many more are intimidated by the perils of stock-picking. But Americans are good at something – shopping!

Acorns was germinated around the idea that if we could link the need to save and invest with the natural desire to buy and consume, then we could help millions of people become better savers and investors – and if offered through an easy to use, fun and engaging app that automates the process, then it would appeal to a large share of the population. Key to making this happen is the ability to invest small amounts of money with high frequency at a nominal cost per transaction: “micro-investing.”

Acorns enables the consumer to save a little bit with each transaction, automate the process so that the app can intercept and capture these micro-monies, and sweep the money into a place where it can do some good – long term equity index funds run by one of the world's largest mutual fund companies.

Like an acorn growing into an oak, the compounding effect of high frequency, long-term micro-investing can be extremely powerful.