.FinTrack

Your financial bird's-eye view.

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OVERVIEW

STUDENTS FINANCIAL REALITY

- Students struggle to balance **irregular income** and **shared expenses**.
- **Peer pressure** and **low financial literacy** drive **stress**.
- **Savings** and **budgeting** issues are common

GAPS IN EXISTING SOLUTION

- **Insights** to be grounded from given surveyPopular apps (**Splitwise, Jupiter**, etc.) **focus** on **generic money management**, but fail to address student-specific needs.
- Students need more than expense trackers, they need **guidance** as well as **simplicity**.

THE CORE PROBLEM

- As the **head of product** the task is to **design MVP** that delivers **immediate, targeted value** to the most **critical financial** pain points for Indian students.

BUSINESS OBJECTIVES

- Design **student-first** product.
- **Simplify** money management.
- Foster **financial literacy.**

ASSUMPTIONS

- Insights to be grounded from given **survey datasheet**.
- **GTM focus** on at least **3 colleges**

DIGITAL PAYMENT MARKET

$ 5.48B in **2024**, projected-**$ 42.6B** by **2033** (CAGR 4.6%).

GROWTH DRIVERS

Expanding **digital payments**, **fintech** innovations, **smartphone** adoption, and **financial literacy** initiatives.

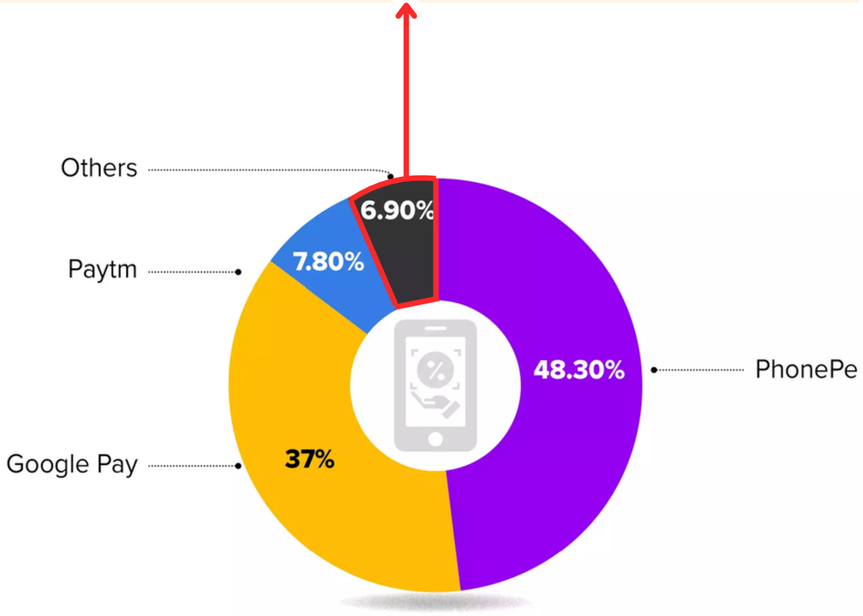
DIGITAL PAYMENTS BOOM

UPI volume grew at CAGR ~60% (2016–20) and 37% (2019–21), driven by **demonetization** (2016) and **COVID-19** (2020).

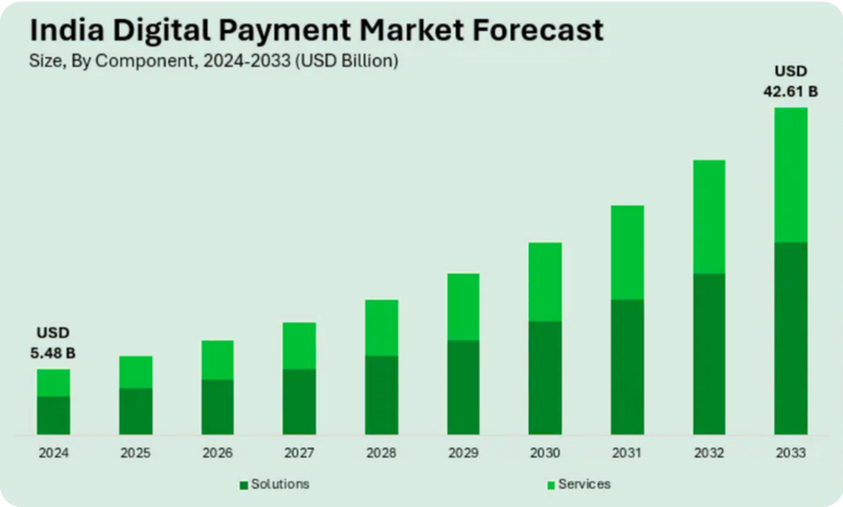
INVESTOR CONFIDENCE

Digital payment **fintechs raised $1B** in just **5 months** of 2021, creating **8 unicorns** worth **$243B.**

	Jupiter	Splitwise
Identity	Digital Bank(Neobank)	Expense Sharing & Tracking App
Target Audience	Professionals & Freelancers	Groups(Friends, Couples, Roommates)
Revenue	Interchange Fees, Loans, Commissions	Splitwise Pro(Subscription), Advt.



Note: Others include 70 apps | **Source:** NPCI



STUDENT OPPORTUNITY

- **A Landscape of Generalists:** While UPI is dominated by **PhonePe (48%)** and **Google Pay (37%)**, their **one-size-fits-all design** overlooks the nuanced **financial realities** and **challenges** of students.
- **Direct Competition:** Apps like **Jupiter** and **Splitwise** offer **partial solutions** (trackers, bill-splitting) but **fail** to **fully serve** student finance problems.

TARGET SEGMENT

- **7-15%** of the **UPI market** where the new or smaller startups trying to penetrate.
- Specific **user segment** of **18 to 25 years** of age which is **under-served specifically** as per their needs.

Priyal Jain
Monthly Allowance: Rs 7000
Part-time-job : YES

Priyal Jain, a 21-year-old, final-year engineering student. Alongside her studies, she earns a variable income from online tutoring. She is tech-savvy, ambitious, and actively looking for ways to make her money work harder for her.

Challenges

Irregular income makes **budgeting** tough, and **tracking allowance** plus **part-time earnings** is cumbersome. On top of that, she has a small **loan**, adding pressure to **manage daily spends** along with repayments.

Needs

A flexible **budgeting tool** that shows her total financial picture in one place. She also needs **loan management** support to **track repayment** dates and balance them with her monthly budget.

Souvik Ghosh
Monthly Allowance: Rs 5000
Part-time-job : NO

Souvik Ghosh, a 19-year-old B.Com student who is very active socially. His life revolves around his friends, and much of his spending is on group activities like eating out, movies, and weekend trips. He is generous and often pays for the group, intending to collect the money later.

Challenges

Prone to **impulse spending** due to **peer pressure** and has trouble **tracking** shared expenses and struggles to keep track of who owes him money from **shared expenses**, leading to awkward conversations and **lost funds**.

Needs

He needs a very simple and non-confrontational way to **split bills and send payment requests** to his friends right after a transaction is made, need **instant feedback** on how each small purchase impacts his **daily budget.**

Suraj Pal
Monthly Allowance: Rs 3500
Part-time-job : NO

Suraj Pal, an 18-year-old, first-year B.A. student in a new city, away from home for the first time. He receives a fixed monthly allowance from his parents and has no bank account yet. He is diligent in his studies but finds the concept of managing money intimidating .

Challenges

He's overwhelmed and anxious about spending, fearing he'll **run out of money** and need to ask his parents for more. A **lack of financial knowledge** makes **saving and budgeting feel foreign** and complicated.

Needs

A clear **daily spending** guideline to eliminate guesswork and feel **in control**. An engaging way to **learn personal finance basics** without confusing jargon. A single view of all **cash and online** transactions to **track spending** and reduce anxiety.

Persona	Key Pain Points	Needs
Priyal Jain (The Resourceful Hustler)	Financial overwhelm & anxiety. Fear of running out of money. Finds budgeting complex.	Daily spending guideline. Simple financial education. Unified spending tracker.
Souvik Ghosh (The Social Spender)	Irregular income complicates budgeting. Hard to track multiple money sources. Unsure how to start investing.	Flexible budgeting for variable income. Overall balance view. Tools to start investing.
Suraj Pal (The Anxious Newcomer)	Social spending pressure. Loses money on group expenses. Small purchases derail budget.	Bank Account. Easy bill splitting. Social savings competitions. Real-time budget feedback.

MUST HAVE FEATURES

Student Bank Account

- **Directly solves "No Bank Account"** – a **big challenge** among students.
- **Strategic partnerships with RBI-**Banks enables **zero-balance student savings accounts** in collaboration.
- **Fully digital KYC process-** integrated into onboarding, **completed within minutes**.

UPI Payment Interface

- **Enables easy digital payments** for **everyday transactions.**
- **Supports linking existing bank accounts** for **seamless** use.
- **Core competitive feature** essential to **match market standards.**

Bills & History

- **Essential Utilities Covered:** Quick **payments for bills** such as **recharge, student loans** electricity, water.
- **Check Balance**-one tap to **check account balance**
- **Easy Access:** Home-screen **recent transactions pane**.

MVP FEATURES

SmartSave Meter

- **Smart Allowance Setup: Input** or flag **income**, auto-split into **usage and savings** along with options to edit.
- **Spend Meter**: **Tracks per-day limit** , dedicated **weekly and monthly tracker,** with **alerts** and recalculated caps if **overspent**.
- **Auto-Savings Boost**: **Unused daily balance** rolls into **savings**, reinforcing healthy money habits.

Clear Dues

- **Centralized Record**: Keeps **track** of all **borrowings and lendings** among friends.
- **Seamless Integration: All debts** involving other app features would get **auto added** here.
- **Clear Visibility:** Simple **bar graph visualization** showing what **you owe** to others and what **others owe** you.

Cash Lens

- **Bridges Cash Gap: Tracks cash spends** alongside digital, **preventing budget blind spots.**
- **Quick & Smart Logging: One-tap manual entry** with category log, **ATM withdrawals tracked.**
- **Gentle Reminders: End-of-day nudges** ensure no cash expense goes unrecorded.

CONT..

Crowd Pay

- **Effortless Large-Scale Collection: Shareable** QR links enable **large scale contributions**, clear **visual tracking.**
- **Transparent Event Spending**: All **payments tagged** to event, ensuring **separation** from personal money.

Peer Plan

- **Group Plans Made Easy:** Create **shared plans** for trips, rent, or events with **peers.**
- **Smart Settlements**: **Auto-calculate** dues and **send instant notifications** for transparent repayments.

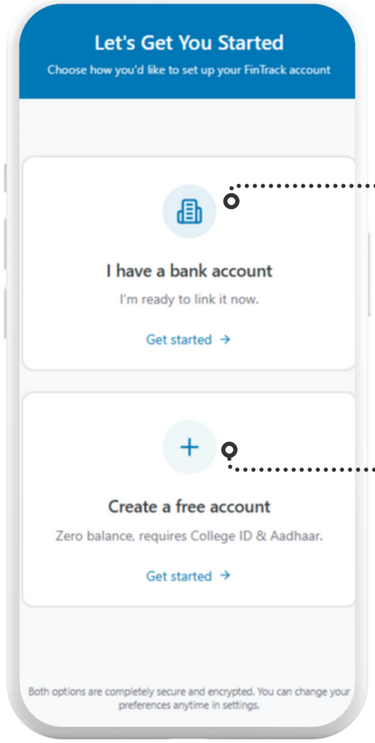
FinQuest

- **Gamified financial literacy:** Addresses the **critical gap** of low financial knowledge among students.
- **Micro-Lessons**: Small, easy **finance topics** taught through **everyday student scenarios** and trivia.

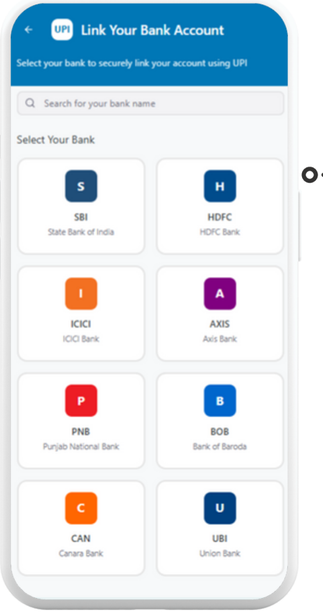
OpportuNet

- **Student-Centric Rewards: Brand-collaborated offers** and perks tailored for **student needs.**
- **Opportunities Hub: Personalized scholarships** from a**cross India** with direct **apply links.**

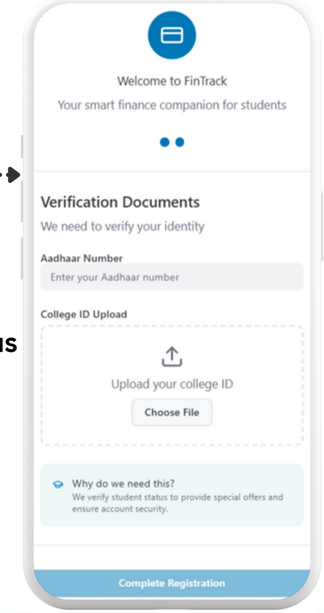
Onboarding



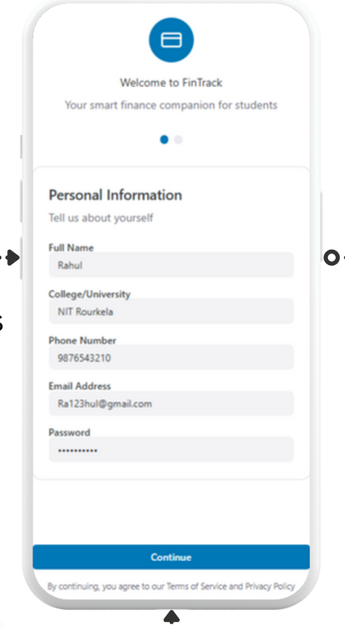
The user chooses between linking an **existing bank account** or **creating a new**, free student account.



If the user **already has an account**, they **select their bank** from a list to begin the **secure linking** process.

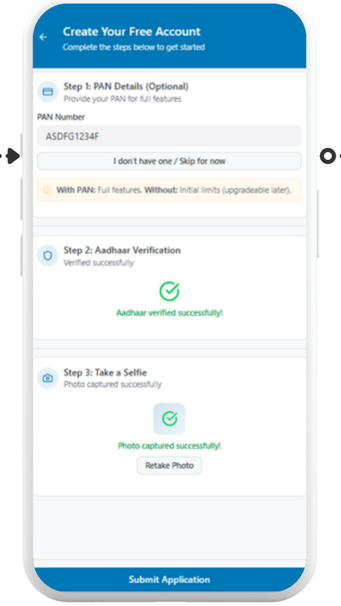


The user **verifies their student status** and identity by providing their **college ID** and **Aadhaar** details.

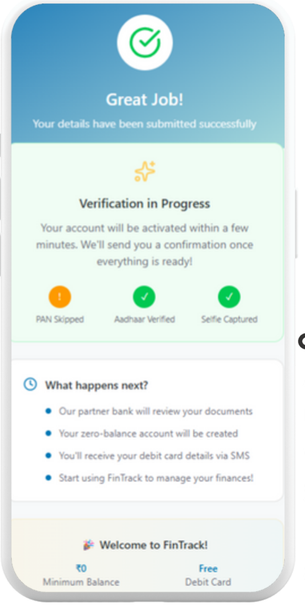


The user enters any **remaining personal information** required to **complete their app profile**.

A welcoming **onboarding process** that quickly **sets up a new user** by personalizing their journey based on their **banking needs** and establishing their **first budget.**

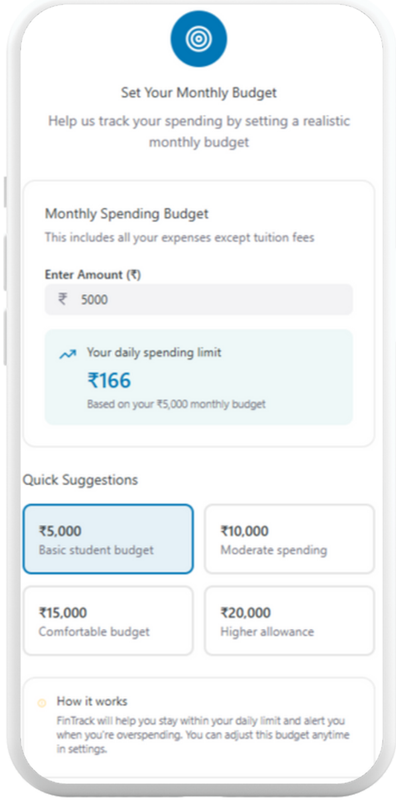


To **create a new account**, the user completes a simple **3-step digital verification** (Optional PAN, Aadhaar OTP, and Selfie).



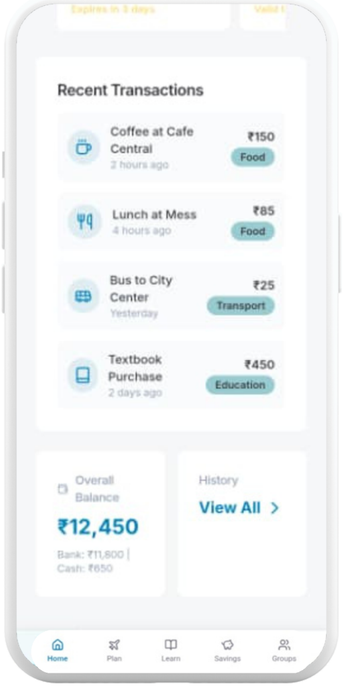
After submitting, the user is informed they will **receive an official SMS** from the partner bank confirming their **account details.**

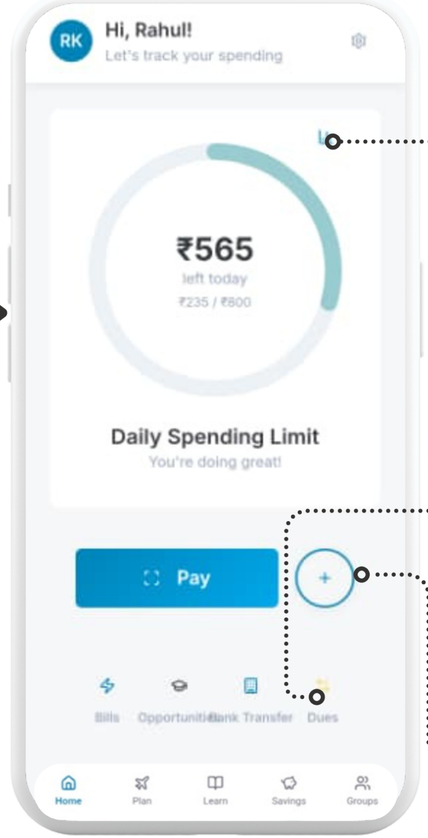
The user sets their **monthly budget**, which powers the app's **core financial tracking features** and completes the **setup**.



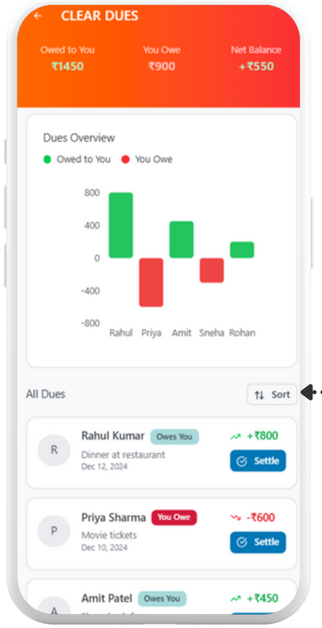
Home Page and Features

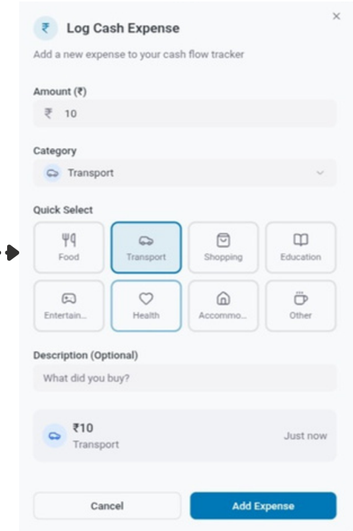
THE HOME SCREEN
User can find the **smart save meter** and recent transaction along with regular options of **bill payment, clear-dues and bank transfer.**

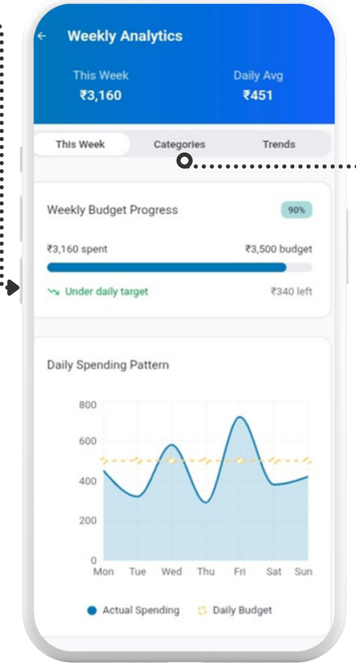




While **payment** user can select the **category** for what the payment has been made through various icons or can **manually enter** it as well.

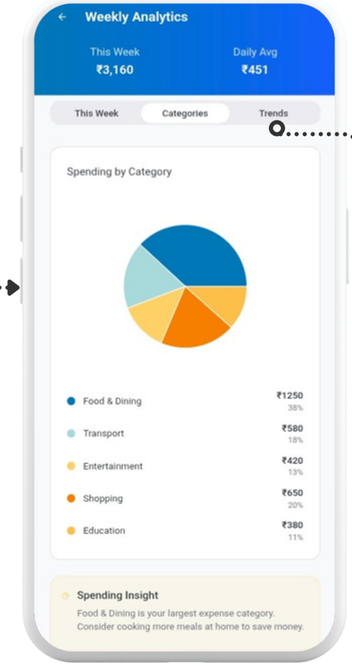




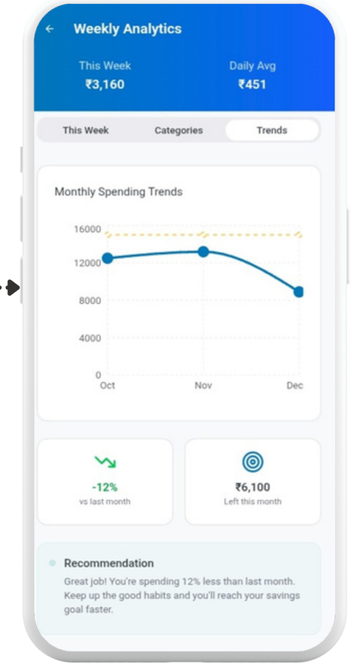


CLEAR DUES
Any **money borrowed or lent** from friends can be **easily tracked** here.
Interesting **bar-graph display.**
Money info gets **auto added** or removed here when **you pay** for friends or **they pay you.**

CASH LENS
Seamless **cash input and integration** to avoid any miscalculations involving **cash transactions.**



SMART SAVE METER
Daily limit available is displayed at the home screen itself. When clicked on the tracker it takes user to **weekly and monthly insights** through various **graphics and visuals.**

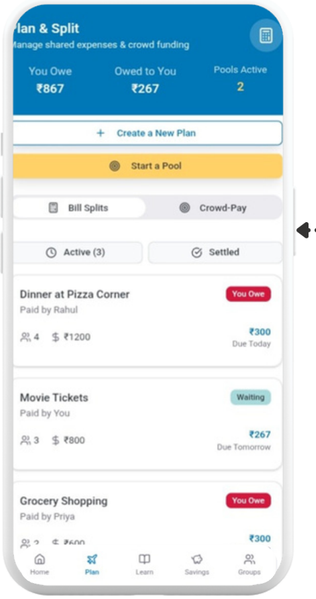


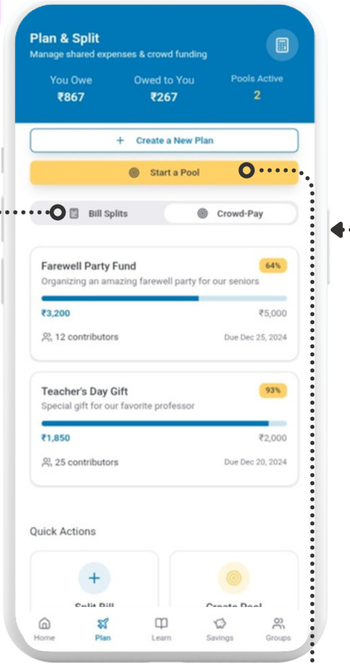
These insights include **categorizations** as well. Amount spent on **foods, entertainment, transport** etc are **collectively displayed** through visuals.

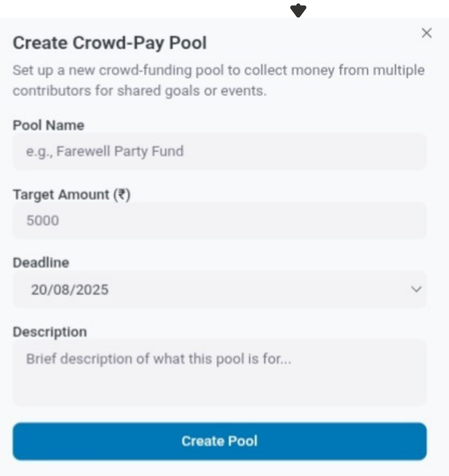
This entire section focuses on **primary issues** of students - budgeting and tracking through **SMART SAVE METER** , loan among peers through **CLEAR DUES** section and managing and tracking cash payments through **CASH LENS.**

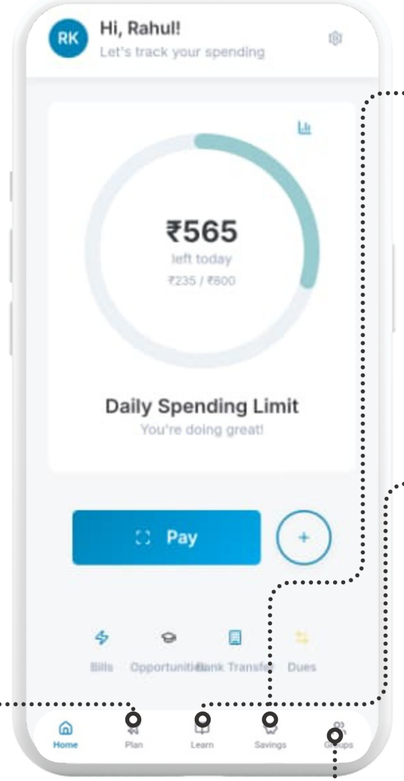
Other Features

PEER PLAN
Plan **something big** in advanced like trip or party. Add **your friends** initially and **their contributions** afterwards. App would send the **debt notifications instantly** after the event. This amount gets **auto-added to clear-dues section**



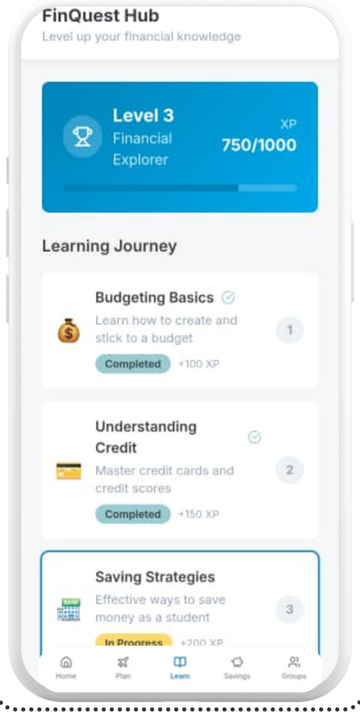


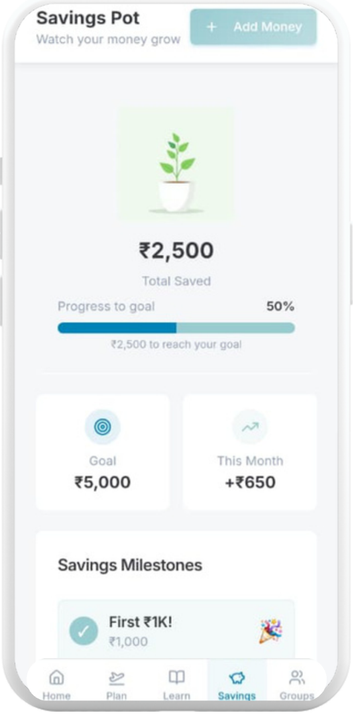




Crowd Pay
Create a **payment pool** for an event who has **contributors** maybe even in **hundreds** such as **fest or farewell** . Share **QR links** to others for payment. Any amount spend from this can be **tagged** as **not a personal spend.**

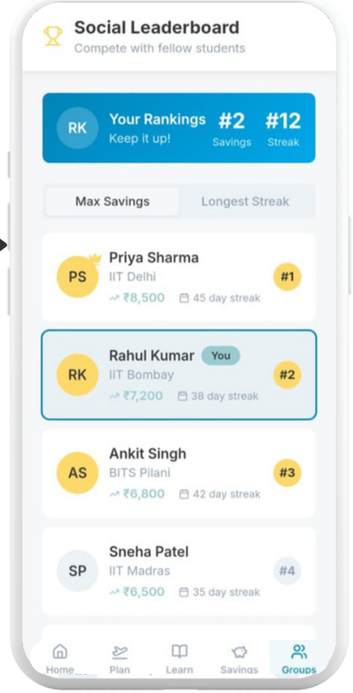
FINQUEST HUB
Bite sized financial literacy lessons from level zero to important concepts in the form of animations or trivia on a daily basis.





Savings Pot
Cumulative money saved everyday is displayed here with a bar which shows how much **amount is remaining** from the **actual goal** earlier set **through smart save meter.**

Social Leaderboard
A brief leaderboard which enlists who **among your peers** is **best at saving money** and maintaining their **streak.**



Prioritization Metric

FEATURES	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE	PRIORITY
Smart-Save Meter	95	5	90	3	14,250	MVP
Clear Dues	85	5	90	3	12,750	MVP
Cash Lens	90	4	80	3	9,600	MVP
FinQuest	75	4	80	3	8,000	MVP
Peer Plan	90	3	85	3	7,650	MVP
OpportuNet	90	2	80	4	3,600	Post-MVP
Crowd - Pay	70	2	60	4	2,100	Post-MVP
Spam Alert	90	1	50	5	900	Discard

Key Performance Indicators

NORTH STAR METRIC

Students Achieving Weekly Budgeting Goals.

$$\text{Goal Success \%} = \frac{\text{Students Who Met Their Goal}}{\text{Students With an Active Goal}}$$

- Builds **Positive** and **Long Lasting Financial Habits** for Students
- Measures **Real-World Impact**, Not Just App Usage
- A Leading **Indicator** of **Long-Term Retention**
- **Success** keeps users **loyal**.

PRIMARY METRICS

- **Activation** - Measures if new users grasp the app's core value right away.

$$\text{Activation \%} = \frac{\text{Users Completing a Key Action}}{\text{Total New Users}}$$

- ***Stickiness Ratio*** - Measures if the app is a daily habit.

$$\text{Stickiness Ratio} = \frac{\text{Daily Active Users}}{\text{Monthly Active Users}}$$

- **Retention** - Tracks long-term user loyalty and value.

$$\text{Retention \%} = \frac{\text{Returned Users From a Group}}{\text{Initial Users in that Group}}$$

SECONDARY METRICS

- **Cost Per Acquisition** - Tracks the cost of acquiring new users.

$$\text{CPA} = \frac{\text{Total Marketing Cost}}{\text{New Users Acquired}}$$

- **Feature Adoption %** - Identifies the most valuable features for users.

$$\text{Feature Adoption \%} = \frac{\text{Users of a Specific Feature}}{\text{Total Active Users}}$$

- **Net Promoter Score** - Measures user loyalty and satisfaction.

NPS = (% Promoters) - (%Detractors)

- **Churn %** -Measures how quickly users abandon the app

$$\text{Churn \%} = \frac{\text{Users Lost in a Period}}{\text{Users at Start of Period}}$$

GTM

PLANNING

To launch FinTrack in **three strategically selected colleges** (Tier 1 Urban, Tier 2 Semi-urban, Tier 3 Rural), the product will be **validated across key student segments**, initial users acquired, and **feedback gathered** for **scaling,** while ensuring users' money is **safeguarded** through **RBI** compliance, **PCI-DSS standards, encryption,** standard protocols and continuous monitoring.

PRIORITY

Core Problem & MVP Focus: Students face **financial anxiety** as **existing apps fail** to address their **unique challenges**. The **MVP** will solve **critical pain points**: easy **bank account** onboarding, automated expense **tracking**, simple **budgeting** tools and **financial literacy**.

PHASE 0

Pre-Launch Hype & **Groundwork**
Recruit **early ambassadors (club leaders**, micro-influencers) for exclusive adoption and social proof
Run a **targeted social media campaign** and **ground-buzz** through **partnerships** with **local vendors** through **printed meme ads on Tea & coffee cups** and **posters** at least from **a month before**.

PHASE 1

On-Campus Activation Hubs: Booths near **canteens, libraries, lecture halls**.
Exclusive **Referral** Program: **₹50** each for **inviting 3 friends**.
Local **Vendor Tie-ups**: **Discounts** at tea stalls, canteens, stationery shops **via app** QR payments from the launch day **until a month**.

PHASE 2

Post-Launch & Growth. Collaborations with fests by making our app the **official transaction platform** in return for **sponsorships,** and co-branded merch which improves visibility.
Establish a **proactive feedback loop** through ambassadors and **in-app surveys.** Release of **post-MVP features**
Recognition & **Rewards**: Paid **Internships** for top ambassadors, exclusive **merch for advocates**, and **social spotlights** for community stars **during next 3 to 6 months**.

Features	Problems it Tackles	% Students *
Cash Lens	Manage In-Hand Cash	21.65%
Smart-Save Meter	Goal-based Saving	39.80%
Clear Dues	Splitting student hostel costs	20.20%
Peer Plan	Peer Pressure Spending	18.70%
OpportuNet	Stabilizes Irregular Income	21.1%
FinQuest	Financial Knowledge	18.70%
Crowd-Pay	Fund-collection for Events	21.10%

*who faces the listed problem as per data-set given

SWOT

STRENGTHS
Student-First Design
Solves Niche Problems

WEAKNESSES
Established Competition
Complex User Problems

OPPORTUNITIES
Large Student Market
Unadressed Student Needs

THREATS
Fintech Regulations
Data Privacy Risks
Evolving Competitors

To summarize, the opportunity is clear. The student market is large, and their financial needs are unmet. FinTrack is the right product at the right time. Our MVP directly solves the most critical pain points for students, offering the simplicity and guidance they need. With a targeted go-to-market strategy and a clear vision, FinTrack is poised to become the essential financial companion for students across India.

Thank You.