

FIN WISE

Unlock Financial Wisdom!!!

Submitted by:
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Market Analysis

- Nowadays everyone finds it difficult to save money
- Because of their limited financial knowledge, higher earnings often lead to increased spending, thereby impeding individuals from achieving financial stability.



- Most of the money management apps are vulnerable to data breaches and security
- Some lack personalized financial guidance and have complex user interface
- Thus there remain a considerable gap in the market for an ideal money management app



Testimonials

“ I often find myself craving entertainment, but unfortunately, I tend to overlook my financial struggles. As a result, I frequently overspend on entertainment, which has led me into debt on multiple occasions. I neglect to regularly check my balance and prioritize saving money ”

” As a recent graduate, I receive a fair amount of pocket money every month. However, it tends to get spent quickly in various situations, leaving me with little to spare by the end of the month. This often leads to struggles during the latter part of the month ”

Introduction

- Fin Wise can take control of your finances with its intuitive features and identify insights
- It provides with personalized recommendations to optimize your finances and achieve your goals faster

Features

- Automated Expense tracking
 - This feature can automatically detect and log expenses, eliminating the need for users to manually input details

Dear User , your A/c X4305 has debited by Rs352.0 on 14 july 23 transfer to Istanbull Rolls



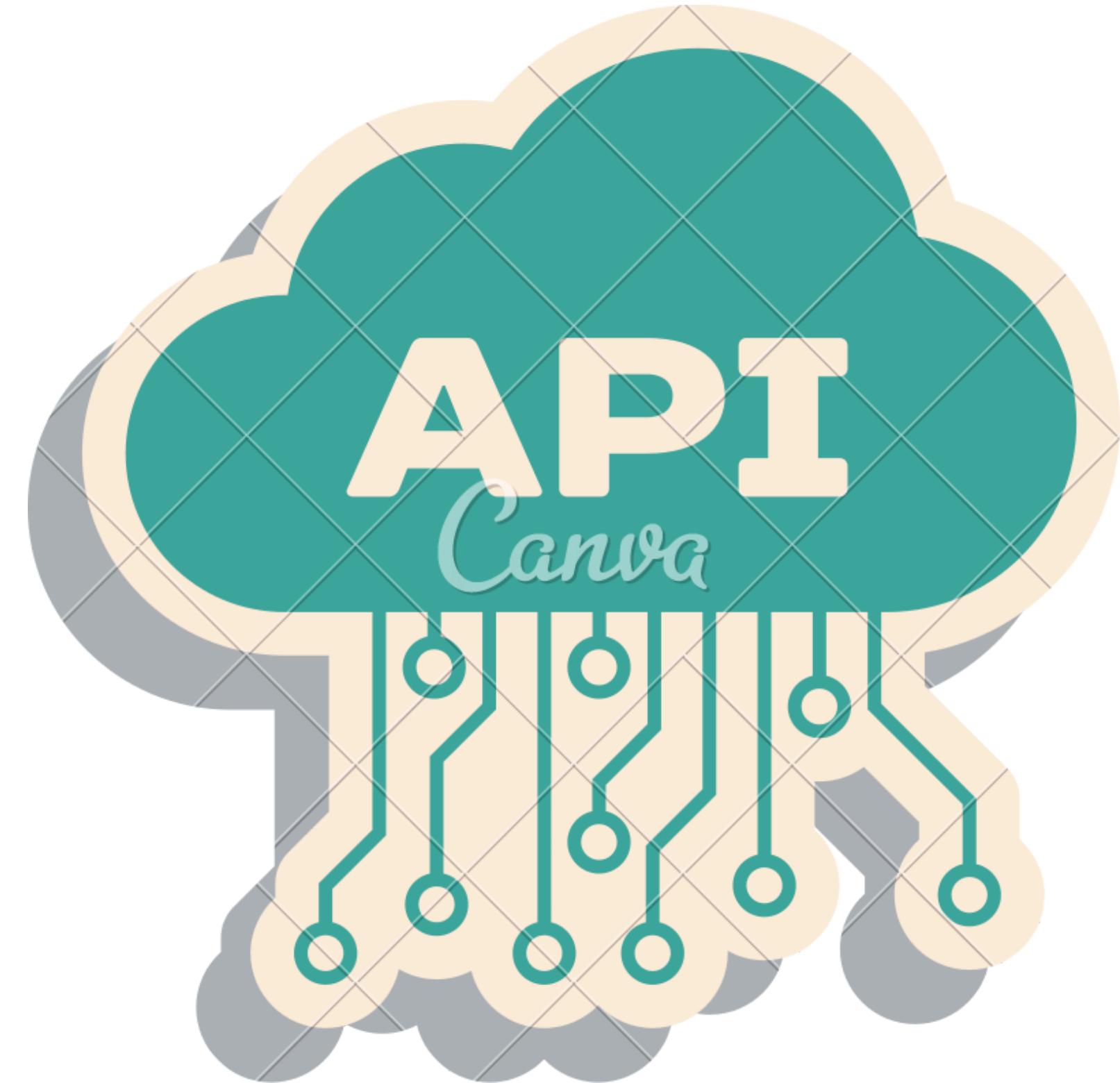
Fin Wise Detects

price: 352.0

date: 14-07-23

category :Food

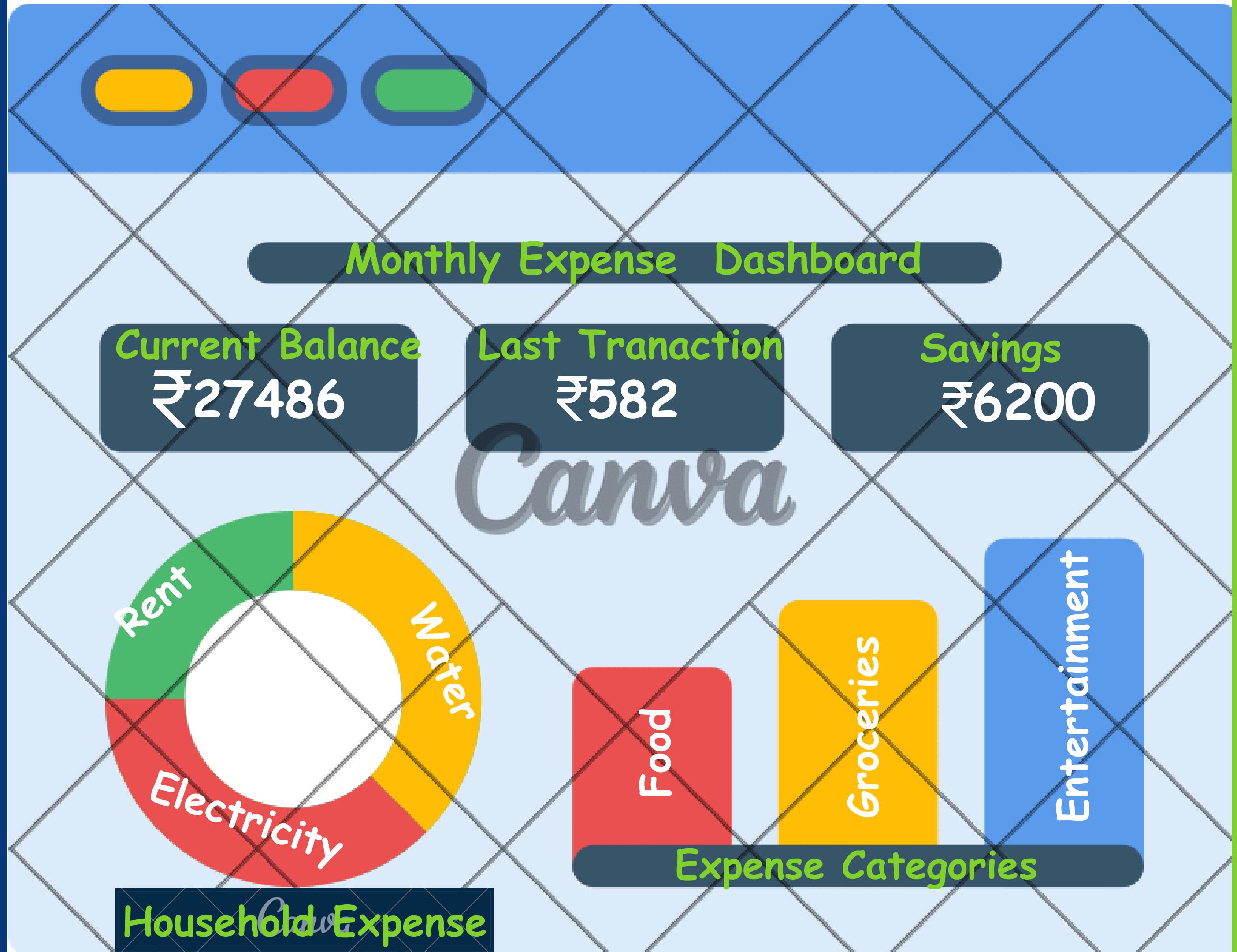
- It can access the user's transaction history and retrieve information about purchases, deposits, transfers, and other financial activities by integrating with banking applications



• Monthly financial Dashboard

- This feature provides users a centralized view of their financial health, allowing them to monitor their current balance, track expenses, manage savings goals, and stay on top of upcoming financial obligations

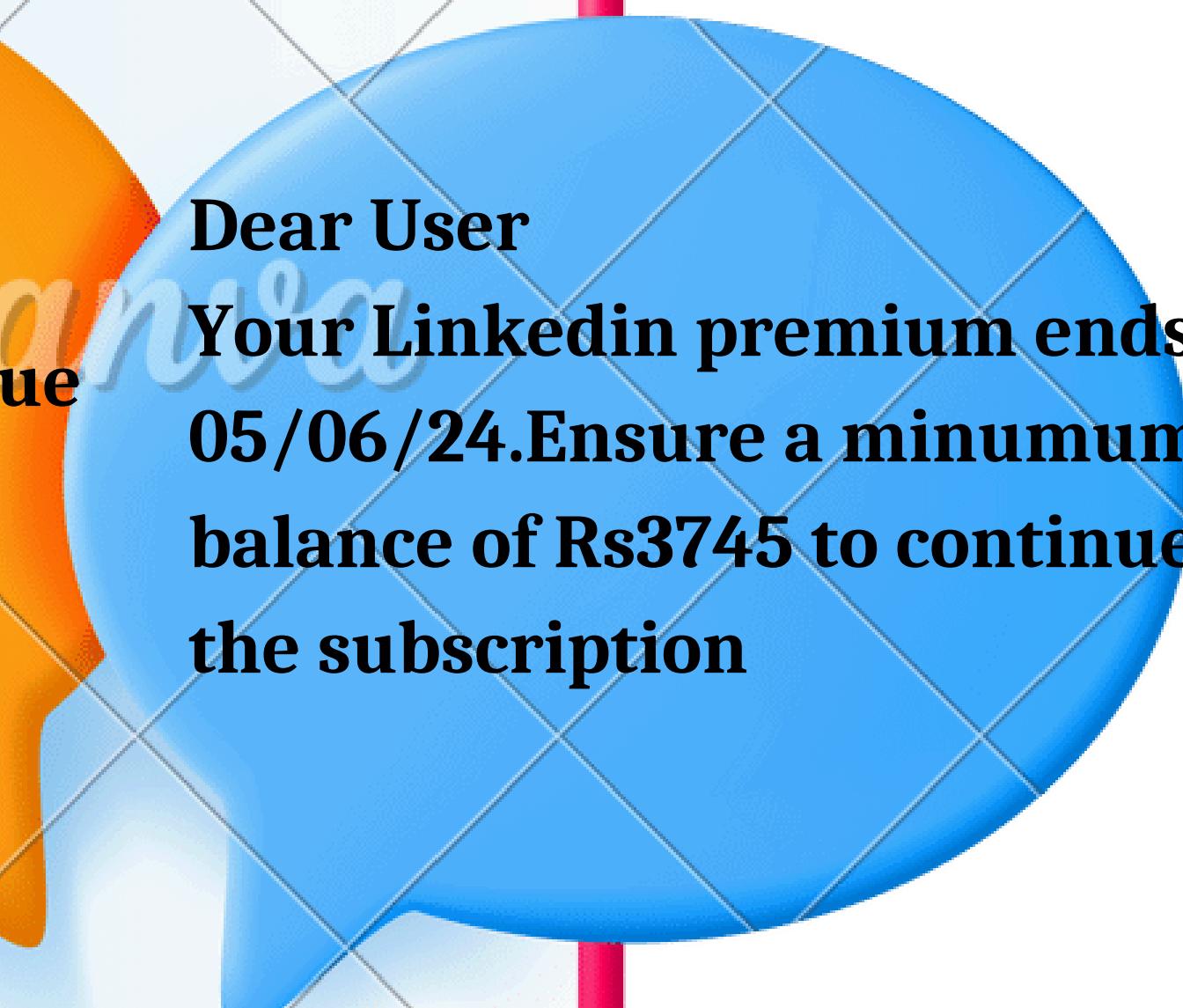




- It empowers users to make informed decisions about their finances and take proactive steps to achieve their financial goals



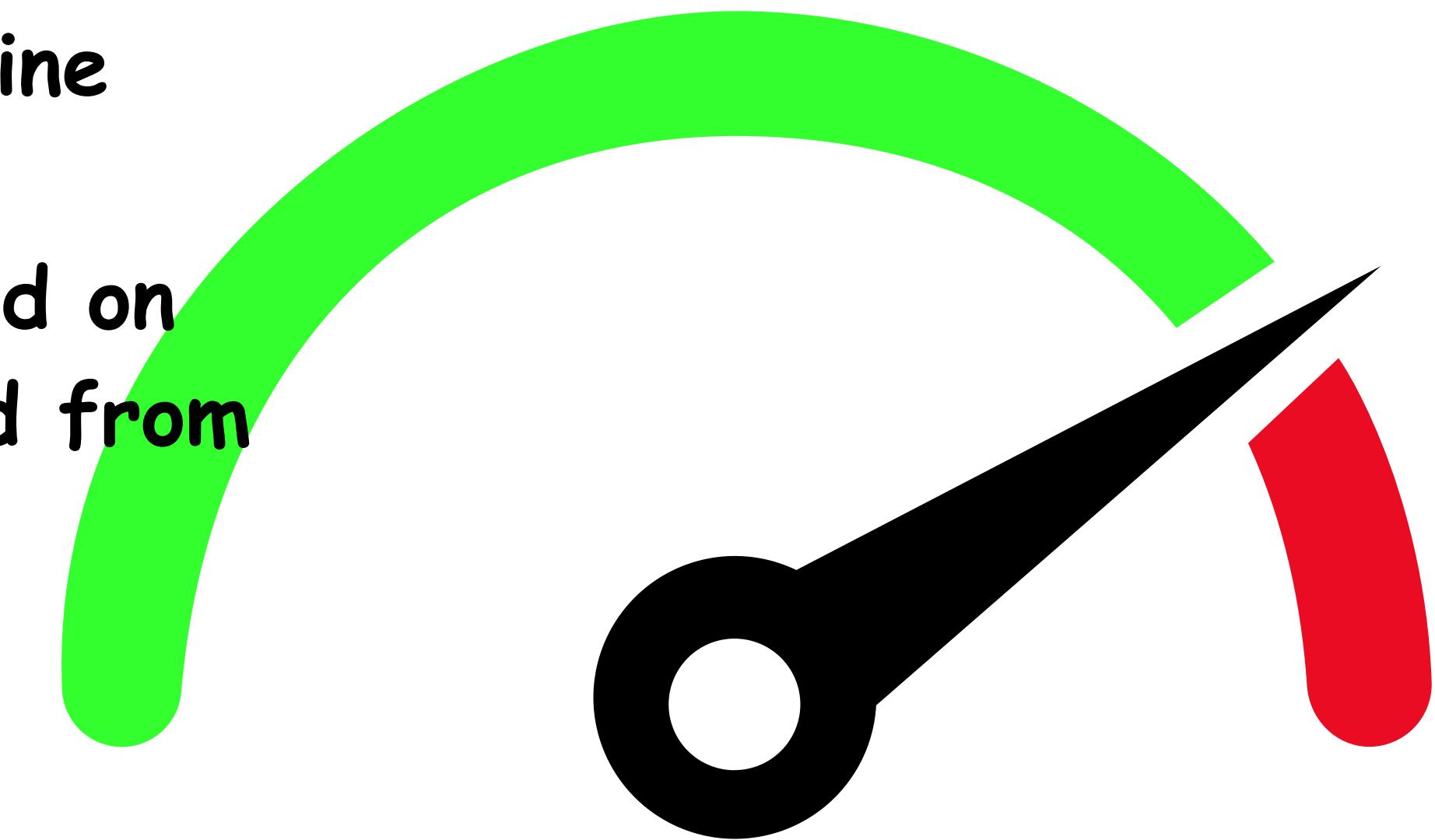
Dear User
Your Jio plan ends in
25/06/24. Purchase the value
for money plan of Rs297



Dear User
Your Linkedin premium ends
05/06/24. Ensure a minimum
balance of Rs3745 to continue
the subscription

- Personalized Feedback using ML

- This feature leverages machine learning technology to make predictions or decisions based on patterns and insights derived from that data

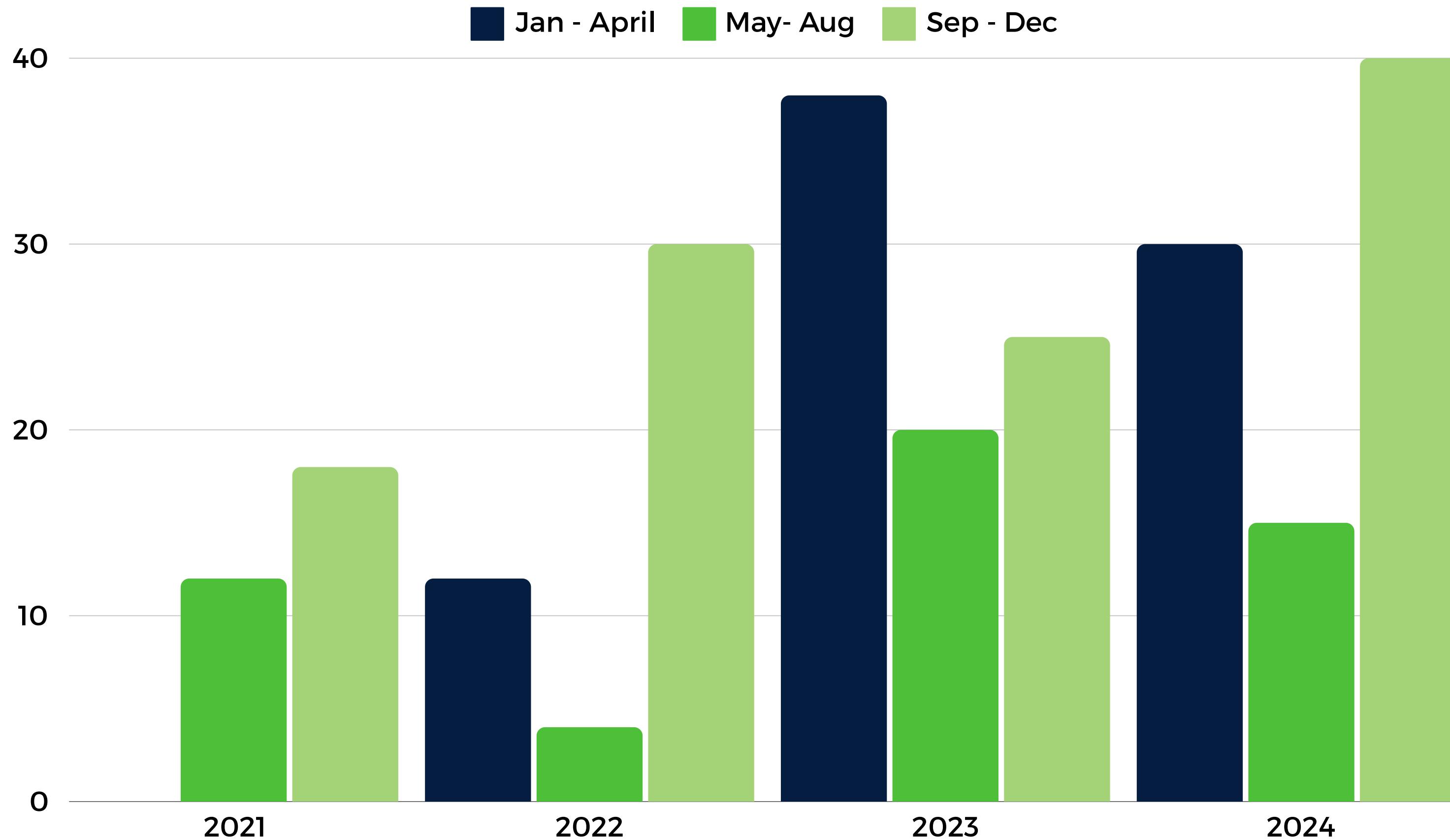


Dining budget of March

- By analyzing spending habits and offering customized recommendations, Fin Wise helps users make informed decisions to improve their financial health

McDonald's offer Rs500 cashback for purchase over 2700.lets spend sunday night at Mcdonald's.Save Rs500!!!

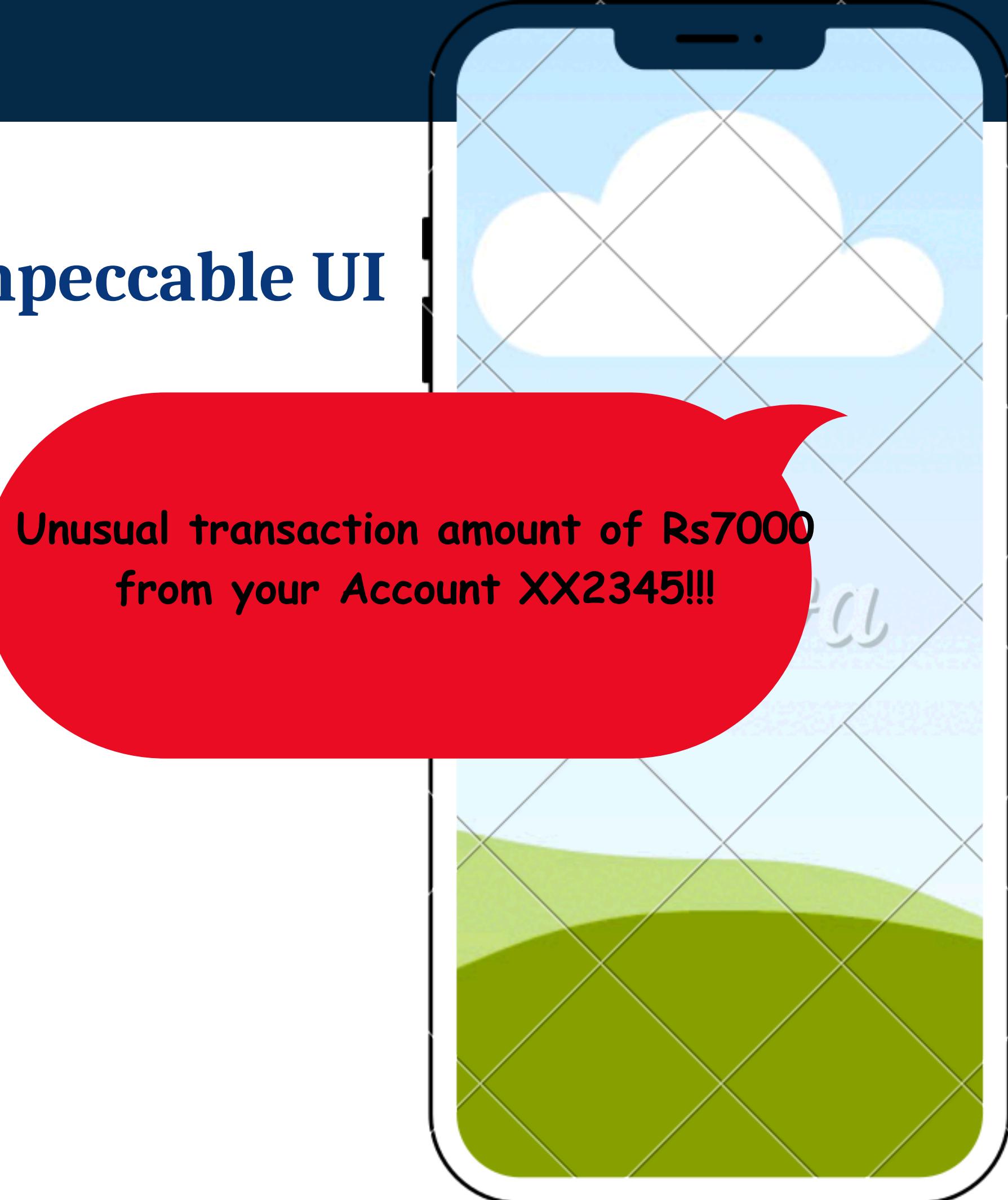




Savings in each year within 4 month interval

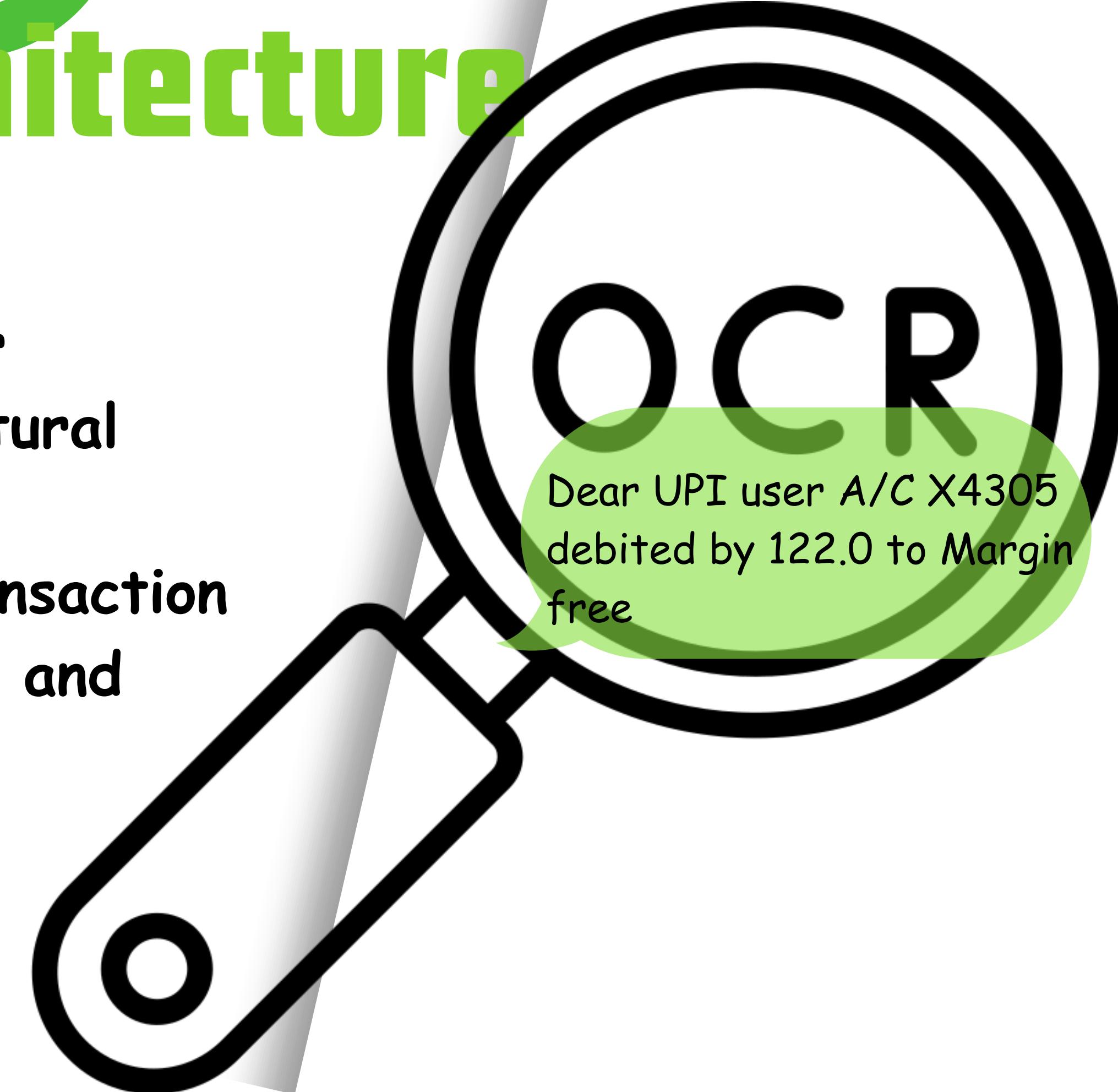
- **Alerts and Notification in an Impeccable UI**

- the Alerts and Notifications feature ensures users stay informed about their financial activity in a user-friendly interface that is accessible to users of all levels of financial literacy



Technical Architecture

- Data Processing & Security
 - It uses Optical Character Recognition (OCR) and natural language processing (NLP) techniques to extract transaction data from SMS messages and emails

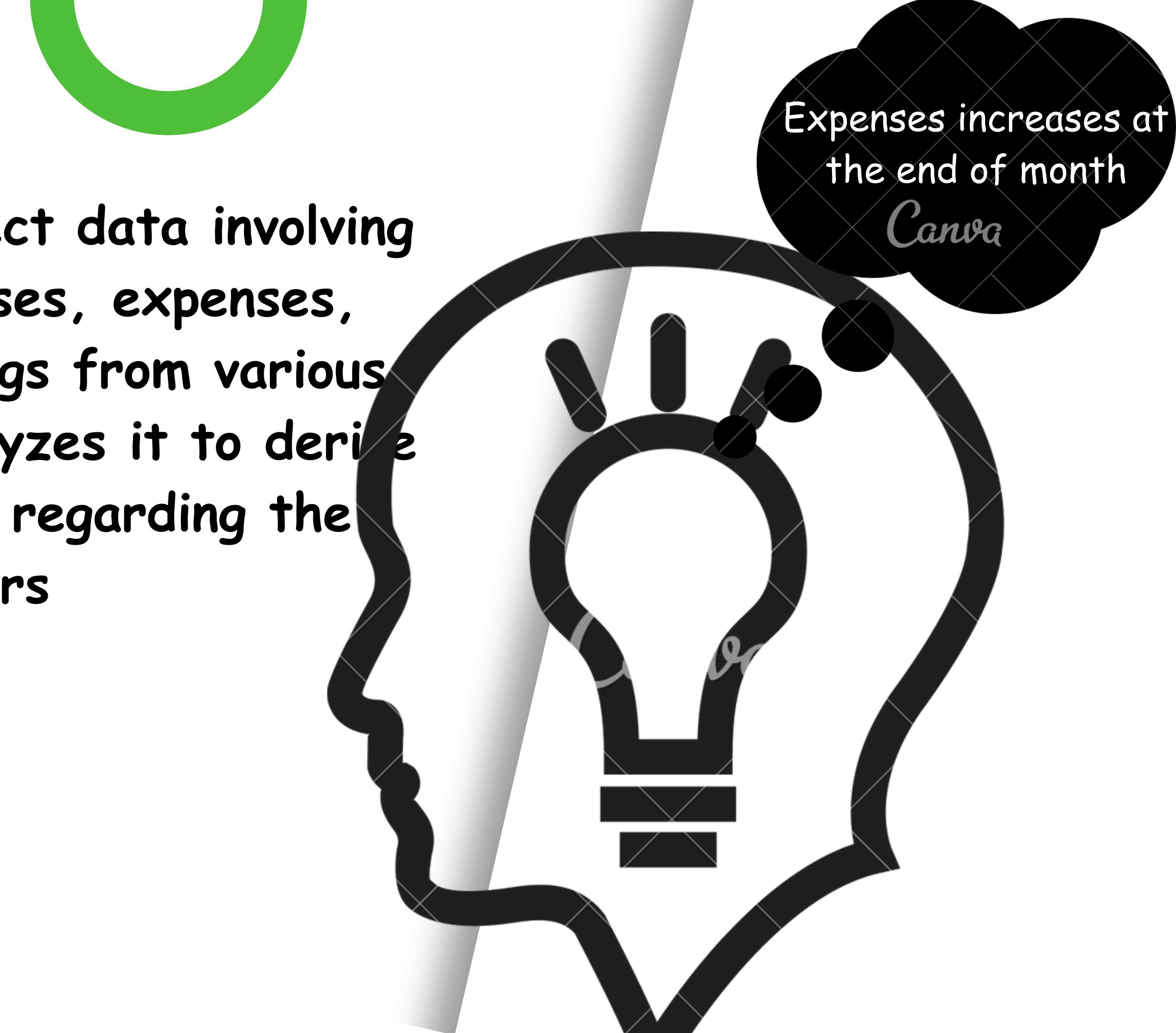


- It ensures robust encryption methods to protect user data such as financial transactions and personal information and protects it from unauthorized access or interception.



- **AI Implementation**

- AI helps to collect data involving details of purchases, expenses, income, and savings from various sources and analyzes it to derive valuable insights regarding the spendings behaviors



Expenses increases at
the end of month

Canva

Why Fin Wise?

- Persona Creation
- This involves creating detailed profiles or personas for individuals having different demographics, behaviors, needs, and goals.

Name : David
Occupation: Engineer
Age: 35
Financial Situation:
Paying Bills, Children
Education,household
expenses

Name : Lucy
Occupation: Buisness
Age: 31
Financial Situation:
travel expense,
tax,buisness expense

Name : Emma
Occupation: Student
Age: 28
Financial Situation:
Repaying the
loan,travelling,other
lesuire expenses

- User's Journey Map

- This feature encompasses the user's journey. starting from the initial setup ,data import, receiving personalized advice and the adjustment of financial goals. therby acts as personal mentor throughout the life

Potential Impact & Benefits

- Fin Wise can help users to gain a deeper understanding of their financial situation, a sense of control, confidence, and capability in managing their finances effectively.



- It offers customizable features and tools that address the unique financial needs and goals of each demographic group, making it relevant and useful to a diverse user base.



- India's fintech sector has experienced rapid growth in recent years, driven by factors such as increasing smartphone penetration, digital payments adoption, and government initiatives to promote financial inclusion



- Fin Wise can capitalize on this growing market by offering innovative features and services that align with the evolving needs and preferences of Indian consumers

Scalability and Future Enhancements

- Scaling up app's infrastructure, such as adding more servers, increasing storage capacity, or adopting cloud computing services can accommodate growing user and transaction demands.

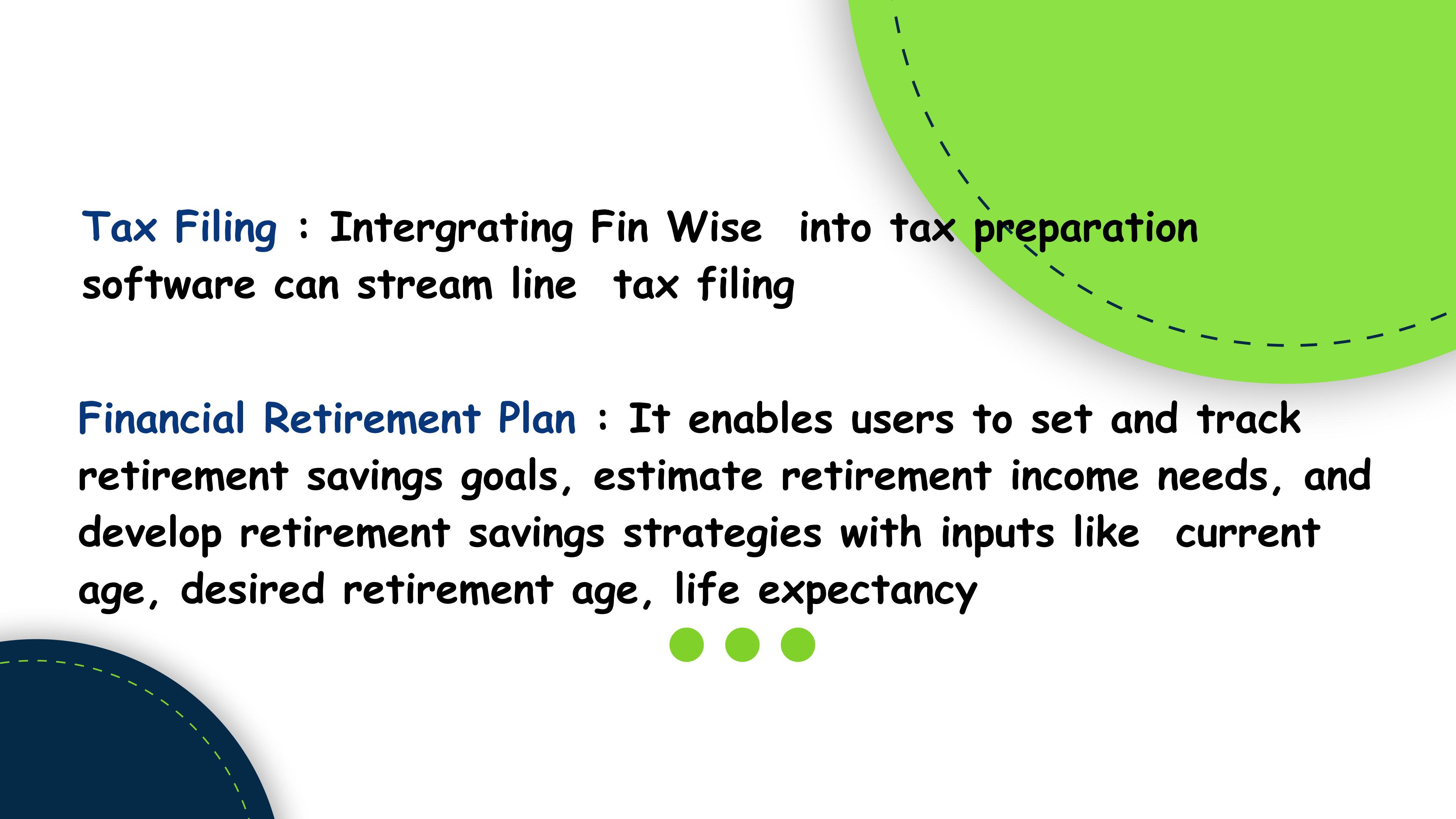


- Future Enhancements

In Future features like these can improve application's Portfolio

Investment tracking: It can track the investment portfolios and provide insights into investment performance, asset allocation, and investment diversification to help users make informed decisions





Tax Filing : Integrating Fin Wise into tax preparation software can streamline tax filing

Financial Retirement Plan : It enables users to set and track retirement savings goals, estimate retirement income needs, and develop retirement savings strategies with inputs like current age, desired retirement age, life expectancy



THANK YOU!