Student Finance Management

Problem Statement:

Many students lack financial awareness and tools to manage income, expenses, and savings. This leads to overspending, missed bills, poor financial planning, and long-term debt risks. Despite digital banking growth, student-focused tools are either too complex or non-personalized, making it difficult to build healthy financial habits early.

Objectives:

- ➢ *Track monthly income and expenses*
- ➢ *Set financial goals (e.g., save INR1,000/month)*
- ➢ *Get reminders for bills or budget alerts*
- ➢ *Receive personalized financial tips*
- ➢ *Visualize spending vs savings*

What is Unique Here:

This isn't just a passive finance tracker-it is a personal financial coach tailored for students using:

- AI-based savings recommendations
- Automated categorization of expenses
- Goal-based visualization
- Virtual agent integration for 24/7 finance tips

This improves over standard banking apps by: -

- Focusing on student psychology
- Providing actionable suggestions, not just data
- Encouraging gamified savings behavior

Pros and Cons Pros:

Pros:

- Highly relatable to students - real-world problem

- Easy to build MVP with forms, dashboards, virtual agent
- Visual dashboards make demo compelling
- Encourages healthy financial habits
- AI + UX + workflow mix covers multiple ServiceNow modules
- Reusable for educational institutions, scalable post-hackathon

Cons:

- Requires basic financial logic understanding
- AI recommendation engine may be basic in MVP
- No real banking data unless mock APIs are integrated
- May not seem "corporate-focused" unless pitched as campus finance
- Chatbot may need training for meaningful interaction
- Team needs to divide backend/frontend roles properly to deliver in time

Innovation Angle:

Many apps track expenses. Few guide users proactively on how to adjust their spending behavior in real-time. This project uses predictive logic to recommend daily spend limits, suggest weekly goals, and gamify the savings habit-built natively on ServiceNow.

Use Cases:

- College students tracking hostel, mess, mobile, and entertainment spending
- Youth organizations or universities providing this as a student portal
- Parents using the tool to help manage children's monthly budgets

Final Pitch Summary:

Students lack tools and guidance for structured financial planning. Solution: A ServiceNow-based mobile app that tracks expenses, sets savings goals, and provides personalized money tips using AI and automation.

Innovation: Combines a chatbot, gamified budgeting, and predictive advice tailored to student needs-something traditional banking tools do not offer.

THANK YOU