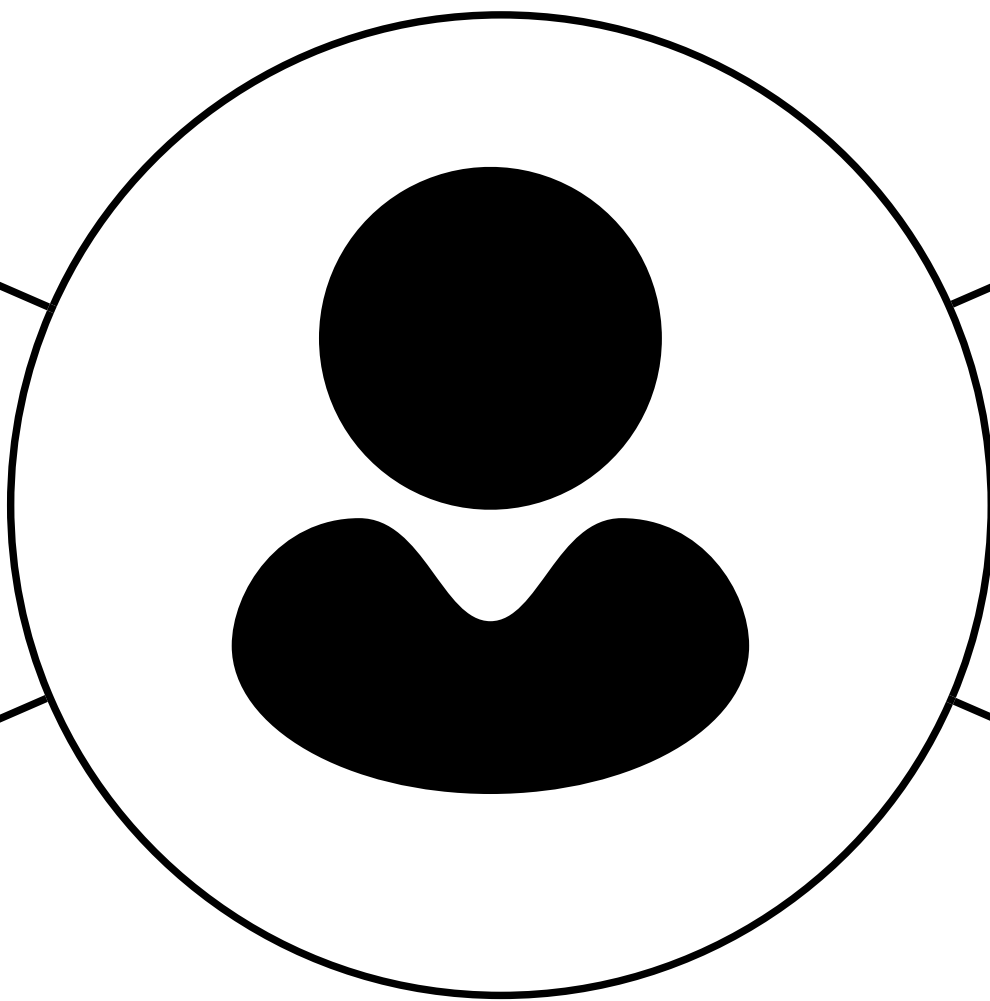


- Useful to track our personal expenses
- To avoid unnecessary expenditures
- To save for future needs

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



- Important part of creating a budget for business.
- Exclusive suite of services for people who seek to handle their earnings.
- To know about paying off debt, investing, how to make budget.

- Creates charts indicating your monthly cash flow.
- Tracking your expenses on a day to day basis helps you to see your progress on the road to your financials goals
- Build your budget and plan accordingly.

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- Plan their expenses and savings.
- Keeping a daily record.
- Keeping finances organized.

## PAIN

fears  
frustrations  
obstacles

- Anxiety about spending money can stem from a lack of stability in your income.
- Trying to suppress the feelings associated with a loss can be difficult .
- A number of studies have demonstrated a cyclic link between financial worries and mental health problems.

## GAIN

“wants” / needs  
measures of success  
obstacles

- Help you to design a befitting strategy of getting out of debt.
- Tracks and categorizes all the expenses you make on your credit and debit cards
- Easily check your account statements.