

Sl. No	Parameter	Description
1.	Problem Statement (Problem to be Solved)	How might we allow user to track their expense efficiently?
2.	Idea / Solution Description	Build a personal expense tracker application with cloud backup in which users can add expenses income and visualize it. User can set budget for particular month. If user exceeded the limit, he should be notified and if he spends less than a budget it will be added to savings. He should be also notified daily to enter daily expenses / income. The application can generate graphs which can be visualised from dashboard. Educational blog should be added. Reward system also added to keep user motivated.
3.	Novelty / Uniqueness	Educational Blog to increase financial knowledge. Reward system to keep user motivated. Daily notification to enter expense/income.
4.	Social Impact / Customer Satisfaction	The application is designed as per customer expectation. <b>Keep benefits of this application is:</b> <i>*No fear of data loss</i> <i>*Faster and simpler processes.</i> <i>*Increased Visibility</i> <i>*Increased operational efficiency</i> <i>*Increased user's knowledge on finance</i> <i>*Features that motivates user in finance managing</i>  This application aims to show the right way for people who lead healthy financial life.
5.	Business Model (Revenue Model)	This application is freemium which provides basic features for free and advanced features for premium. The free version has ads. App developers can earn through advertisements (CPM, CPC, CPV, CPA), through subscription and sponsorship.
6.	Scalability of the Solution	This application can be updated by adding some extra features like tracking income from messages, scanning receipt, add user bank account and card details, adding online product price tracker..