Problem

The problem is the lack of awareness around financial habits, making it difficult for people to make informed decisions, achieve financial goals, or identify and fix unhealthy habits. Additionally, current financial solutions often require manual logging of transactions, which many find tedious.

Solution

The idea is to revolutionize personal finance apps by creating a solution that automates the tedious task of tracking transactions. This data will be used to provide personalized recommendations, while context-aware systems enhance financial awareness and decision-making by considering the user's geographical and spatial context.

Revenue model

The revenue model will be built on three key pillars: **in-app advertising**, a **freemium model** offering basic features for free with an option to upgrade to premium for advanced functionalities, and **selling anonymized data to third parties**, always ensuring user privacy and compliance with current regulations.

Value proposition

Our app simplifies personal finance management by **automating transaction tracking and delivering personalized insights based on spending habits and location**. With context-aware technology, users can effortlessly improve financial decisions and take control of their money without the hassle of manual logging