**Financial Empowerment – Implementation Plan for Elara**

**Project Summary**

Elara is a comprehensive financial empowerment platform designed to help women in Central and Eastern Europe overcome financial fear, build confidence, and achieve economic independence. The MVP will validate user engagement, the effectiveness of AI-driven financial therapy, and the impact of micro-education on financial behavior.

**Implementation Approach**

The project will be executed using an **agile sprint methodology**, ensuring rapid iteration, user feedback, and feature refinement. The MVP will be developed as a mobile-first web application, focusing on intuitive user flows and modular architecture for scalability.

**Sprint-Based Timeline & Key Milestones**

| **Sprint (2 weeks each)** | **Focus Areas** | **Key Deliverables** |
| --- | --- | --- |
| **Sprint 1** | Discovery & User Mapping | - User personas- Financial fear mapping- Initial wireframes |
| **Sprint 2** | Wireframes & Prototyping | - User flow diagrams- Interactive prototypes- Feedback loop |
| **Sprint 3** | Wallet Module Development | - Investment wallet- Automated deposits- Goal-setting module |
| **Sprint 4** | AI Copilot (Phase 1) | - AI therapy integration- Financial confidence prompts |
| **Sprint 5** | Education & News Modules | - Micro-lessons (5 topics)- Daily news feed framework |
| **Sprint** | Freedom Score & Magic Money Optimizer | - Freedom Score algorithm- AI-powered financial recommendations |
| **Sprint 7** | Employer Dashboard (B2B) | - Employee wellbeing analytics- Goal-setting reports |
| **Sprint 8** | Integration & Testing | - End-to-end testing- Security and GDPR review |
| **Sprint 9** | Launch & User Feedback Loop | - Pilot release- Data collection and user feedback |

**Total Duration:** 18 weeks (9 sprints)

**App Design & Wireframe Process**

* **User Research & Mapping:** Identify pain points and financial fears specific to women in CEE.
* **Wireframing:** Create low-fidelity wireframes for key modules — Wallet, AI Copilot, Freedom Score, Goals Hub.
* **Prototyping:** Develop clickable prototypes for each module to validate flow and usability.
* **Design System:** Establish brand guidelines, color schemes, and typography for a cohesive user experience.

**Core MVP Features**

**For Users (Mobile/Web App):**

* AI Therapy Copilot – Financial confidence coaching, crisis support
* Digital Wallet – Low-to-medium risk investment portfolios (6–9% yield)
* Freedom Score – Dynamic tracker of financial progress and confidence
* Magic Money Optimizer – AI-powered financial recommendations
* Daily News Feed – Simplified financial updates and actionable insights
* Goals Hub – Goal-specific financial plans (e.g., Travel Fund, First Home, Break-Up Fund)

**For Employers (Dashboard):**

* Employee wellbeing analytics
* Goal tracking and engagement metrics
* Reporting tools for financial and emotional health initiatives

**Estimated Monthly Infrastructure Costs (100 MAU)**

| **Component** | **Provider/Service** | **Estimated Monthly Cost (EUR)** |
| --- | --- | --- |
| **AI Chatbot (GPT-4)** | OpenAI | €50 – €75 |
| **Web Hosting** | AWS / Vercel | €100 – €150 |
| **Database** | Firebase / MongoDB | €25 |
| **Payment Processing** | Stripe / PayPal | 2% transaction fees |
| **Data Analytics** | Mixpanel / GA4 | €30 |
| **Data Encryption** | AWS / Cloudflare | €20 |
| **Content Storage** | Firebase Storage | €15 |
| **Miscellaneous** | Monitoring, backups | €20 |
| **Total Estimated Cost** |  | **€260 – €365** |

* **AI costs** are based on projected GPT-4 usage for 100 monthly active users.
* Scalable infrastructure allows for cost-effective expansion to 1,000 MAU.

**Scalability & Future Growth**

* Infrastructure supports user scaling with minimal codebase changes.
* AI Copilot and Magic Money Optimizer will integrate advanced NLP models to enhance personalized guidance.
* B2B employer dashboard opens potential revenue streams and supports broader market reach.

**Phase-Based Cost Structure**

**1. Discovery & Design (Weeks 1-4)**

**Cost:** €14,000 – €12,000

* User research, persona development, and financial fear mapping
* Wireframing and interactive prototyping
* 2 rounds of user testing

**2. Core Features Development (Weeks 5-10)**

**Cost:** €75,000 – €85,000

* Wallet module with investment tracking and automated deposits
* AI Copilot – phase 1 integration and financial therapy prompts
* Micro-education module – 10 mini-lessons with quizzes

**3. B2B Dashboard Development (Weeks 11-12)**

**Cost:** €23,000 – €28,000

* Employee wellbeing tracking and goal-setting reports
* Aggregated engagement metrics for HR leaders

**4. Testing & Launch (Weeks 13-18)**

**Cost:** €25,000 – €35,000

* Full system integration and testing
* Security audit and GDPR compliance review
* Initial pilot launch and data collection

**Cost Optimization Strategies**

1. **AI Cost Management:** Implement pre-trained AI models first; integrate custom models post-MVP.
2. **Cross-Platform Development:** Use React Native for simultaneous mobile/web deployment.
3. **User Acquisition Efficiency:** Partner with NGOs and employers to onboard early adopters at low acquisition cost.