

Cover

SaveSpark

Automated Personal Finance for India

Helping the lazy, forgetful, and stressed save money without thinking.

Problem

Indians struggle to save consistently.

- Monthly income but no savings
- Saving feels hard, boring, or forgettable
- No tool solves this behavior-first
We're bad at saving — not at earning.

Solution

SaveSpark automates savings like a friend:

- Tap-to-save, round-ups, scheduled savings
- Personalized nudges (WhatsApp-style reminders)
- Goal-based visuals (save for iPhone, trip, etc.)
Save without thinking.

Product Demo

Screens:

- Home: Tap-to-save
- Auto-Save: Round-up & % of income
- Nudges: Friendly reminders
- Goal Tracker: Visual progress

Market Opportunity

India: 400M+ smartphone users

70% don't save consistently

UPI, fintech, and credit use growing

Huge need for savings-first fintech

Business Model

Freemium app

Premium: Advanced savings features

B2B: Embed SaveSpark engine in banks

Monetize user engagement & partnerships

Competitive Advantage

Behavior-first design

WhatsApp-style reminders

Goal-driven savings UX

UPI-native for Indian users

Go-To-Market

Launch in colleges & youth groups

WhatsApp marketing (nudges = feature)

Gamify savings (streaks, rewards)

Partner with influencers

Roadmap

June 2025: UI done

Aug 2025: Android MVP

Sept 2025: Beta testing

Nov 2025: Public launch

Thank You

Let's build India's savings habit.

www.savespark.in | support@savespark.in