Un Debt – AI-Powered Debt Management Web App

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Agenda

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2 Market Analysis

3 Target Customers

4 Solution

5 Workflow

PROBLEM STATEMENT

Many individuals struggle with managing multiple debts due to a lack of clarity on the best repayment strategy. High-interest costs and inefficient payment allocation prolong debt repayment, making it harder to track progress. Without personalized guidance, people lose motivation and end up paying more over time.

Major Problems:
➢ Confusion About Repayment Strategies.
➢ Struggles with Minimum Payments.
➢ Rising Interest Costs.
➢ Difficulty Allocating Extra Payments.
➢ Lack of Visibility and Tracking.
➢ Frustration and Loss of Motivation.

Market Analysis

Several tools and methods exist to help individuals manage debt, but they have significant limitations that justify the need for a new solution.

➢**Traditional Debt Calculators:**

• **Drawback**: Lacks personalized strategies and does not adapt to changing financial situations.

➢**Budgeting Apps with Debt Features (Mint, YNAB, etc.):**

• **Drawback**: Focuses more on budgeting rather than optimizing debt payoff strategies.

➢**Debt Management Programs (DMPs) by Credit Counseling Agencies:**

• **Drawback**: Often charge fees, reduce credit score, and require rigid payment schedules.

➢**AI-Based Debt Management Solutions (Cleo, Trim, etc.):**

• **Drawback**: Primarily assists with budgeting and spending analysis rather than optimized debt payoff.

Target Customers

Individuals with Multiple Debts

High-Interest Debt Holders

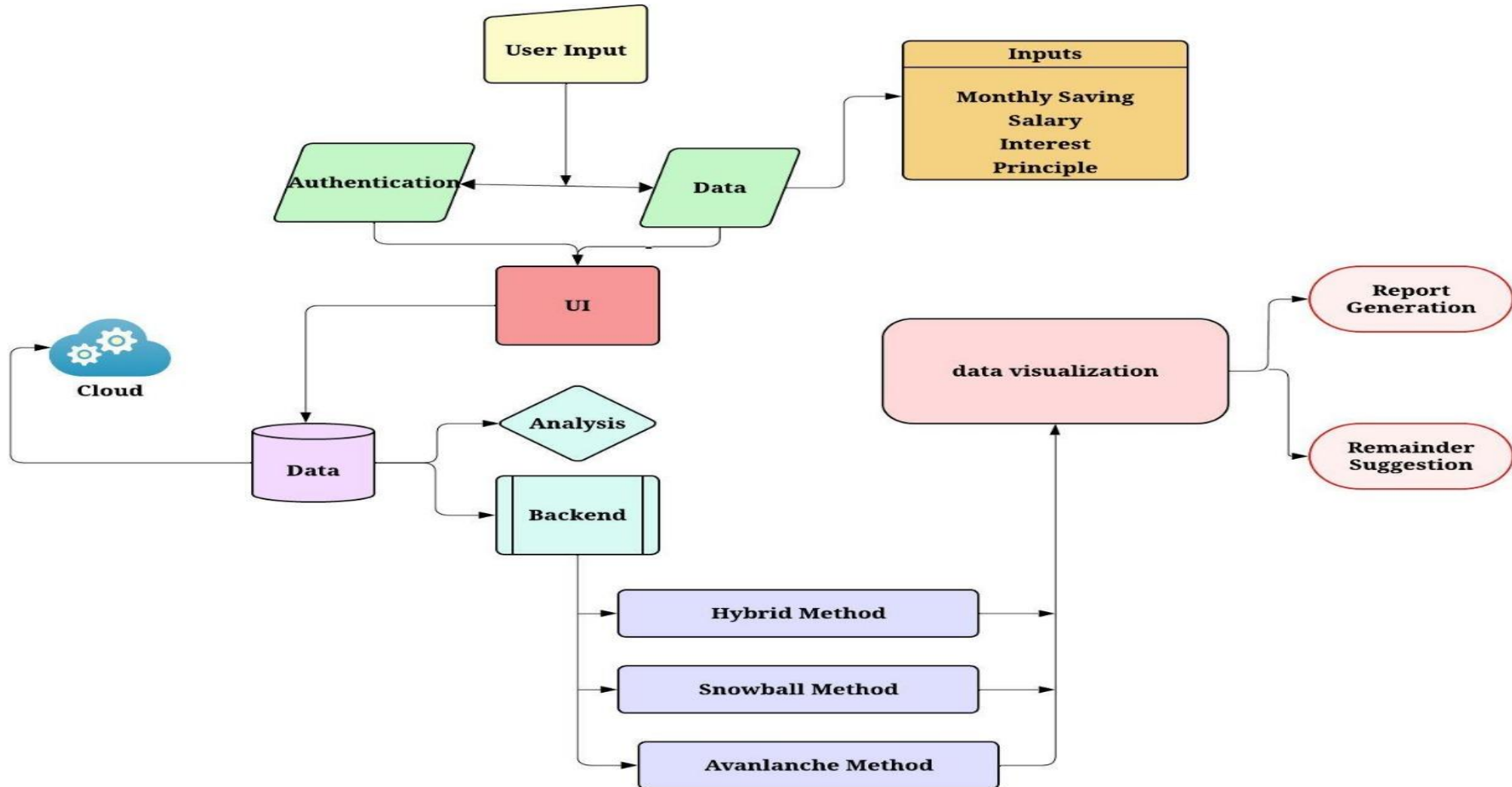Budget-Conscious Individuals

Rural Households with High-Interest Debts

Urban Low-Income Earners

Solution

- Personalized Debt Assessment

- Strategy Recommendations: Snowball method, Avalanche method and Hybrid.

- Progress Tracking and Visualization

- Predictive Analytics for Financial Planning

- Expenditure Management

Workflow

Thank you