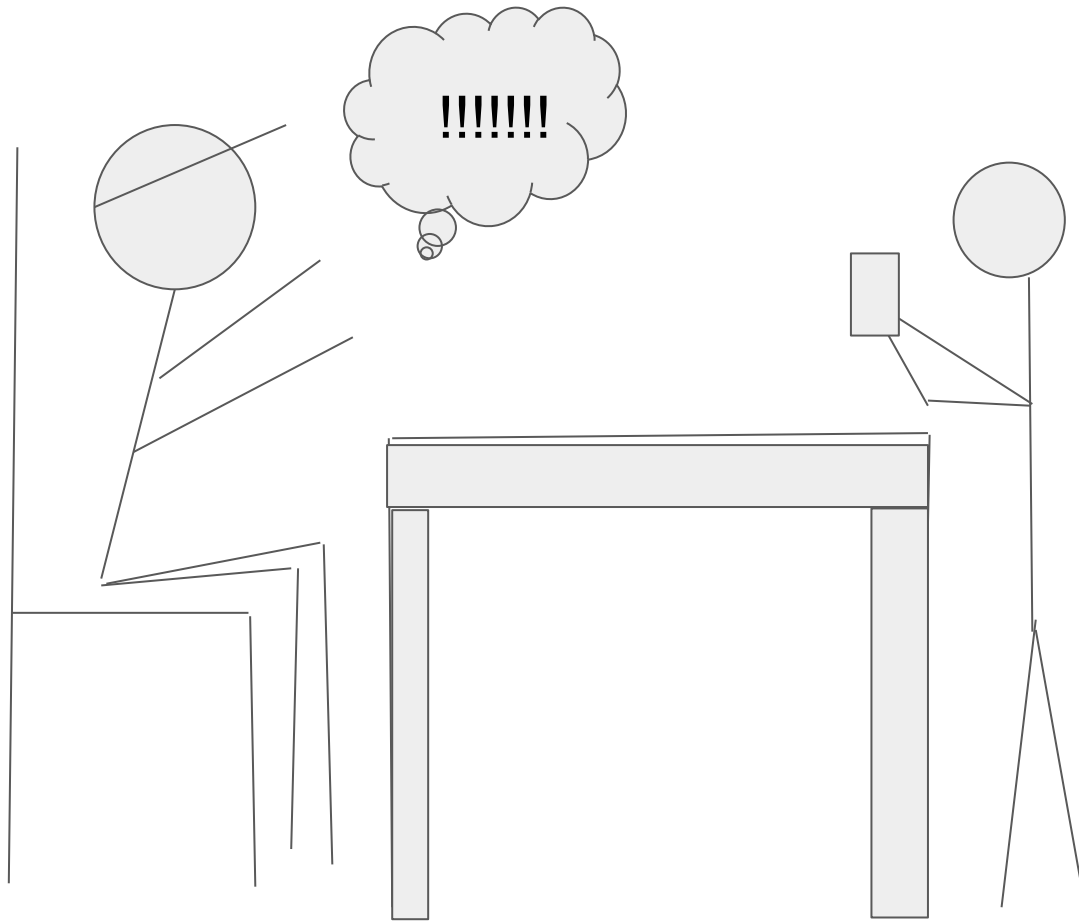
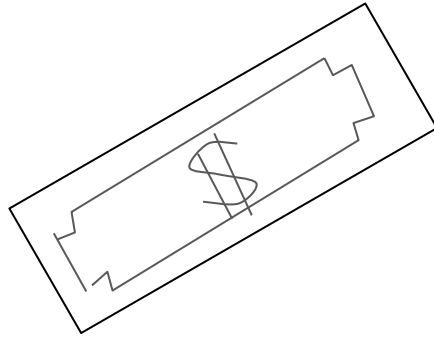


Rey works hard to make a profit but two bad crop seasons in a row have put him in a financial bind and he is infuriated because this isn't the life he wanted for his family.



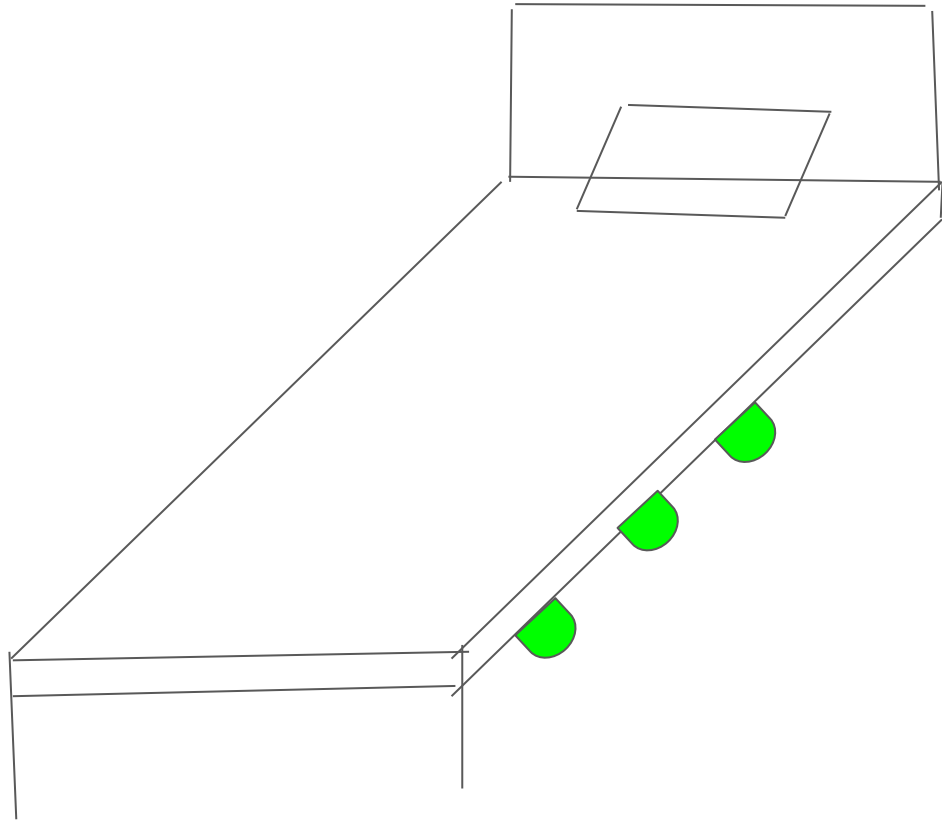
Frustrated about his seeming inability to save money, Rey vents to his friend who recommends the a budgeting app called Easy Money \$aver.

Easy Money \$aver

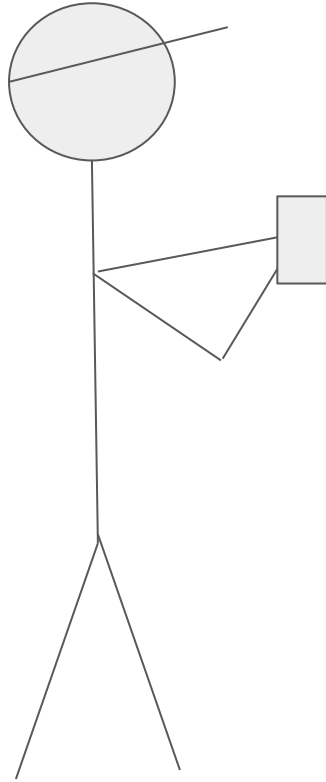


BEGIN

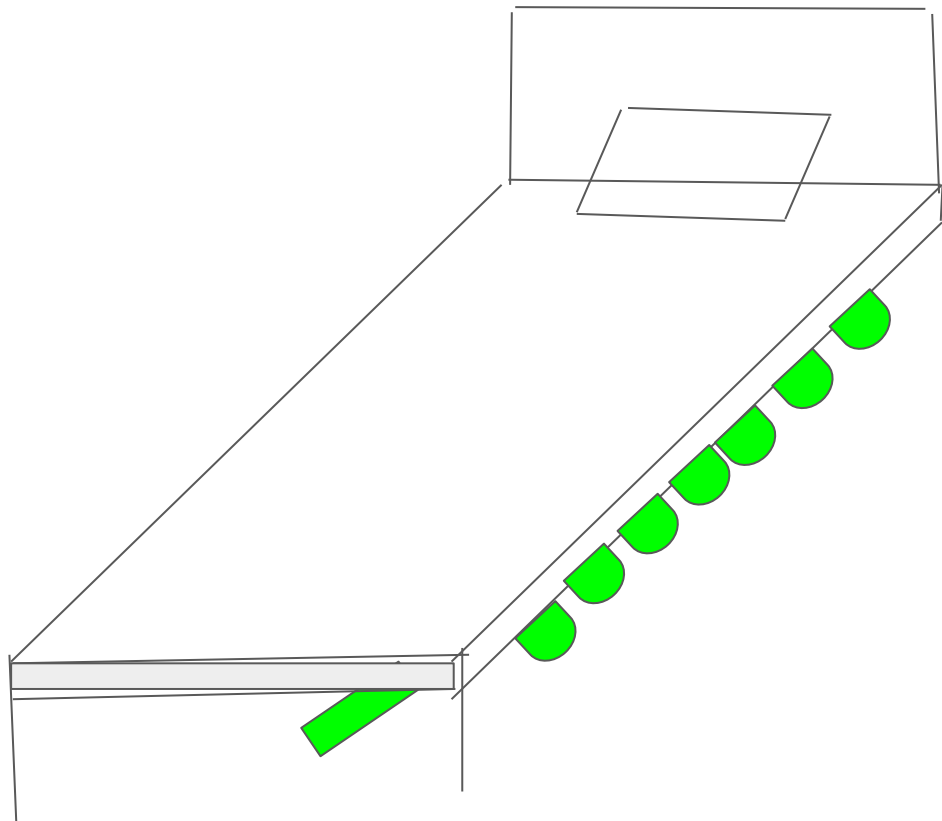
Reluctant but
desperate, Rey
decides he has
to give it a try,



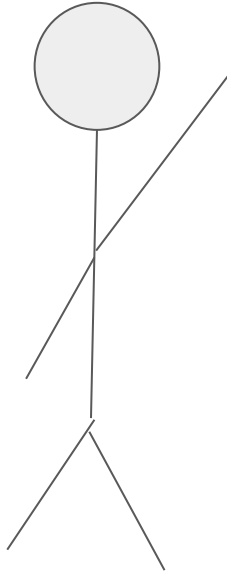
Fearful of greater technology, Rey doesn't put in all of the information and sees steady growth but still struggles to save as much as he'd like.



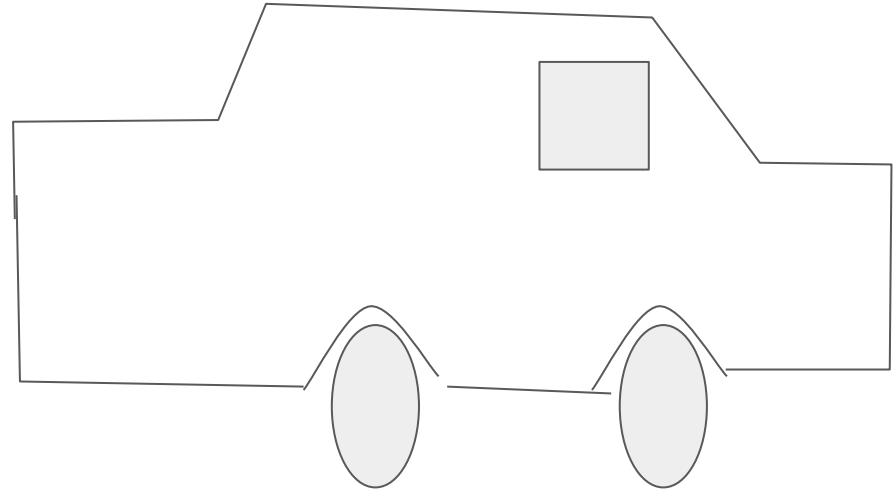
Beginning to see
that the app is
genuinely helping
him save money,
Rey puts all of
the applicable
information in,
trusting his
friend's
recommendation.



Using the app to its full potential, Rey notices he's saving significantly more money and no longer wasting it on unnecessary costs.



Over time, Rey saves enough money to be able to keep the farm going so his son can take over while Rey and his wife retire to the city.

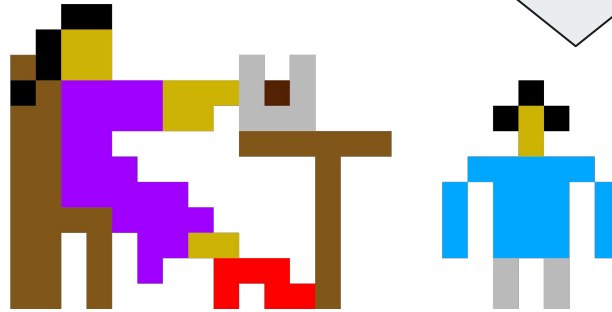




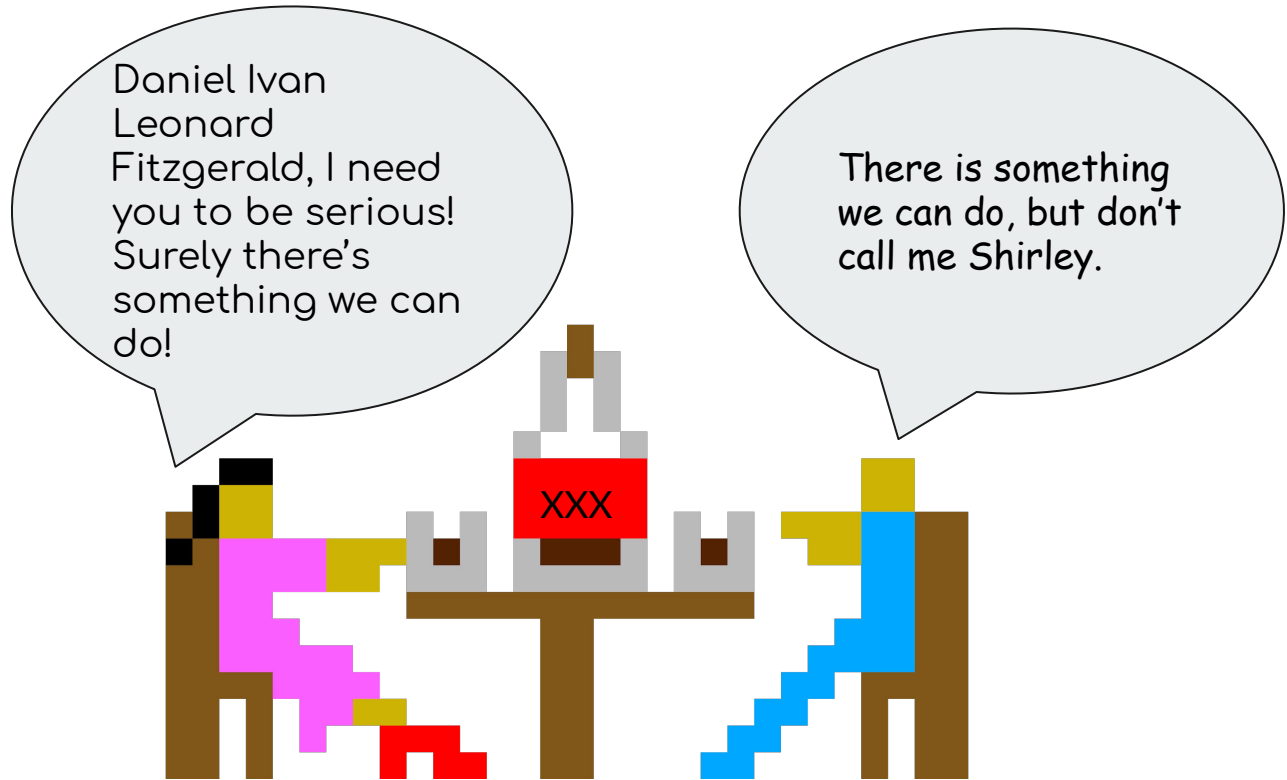
Max Strickland's Storyboard

hic Listen here you little shi- ning star of my life. Mommy's busy right now, she's thinking about going to big girls' school so she can make a lot of money!

MOMMY, COME PLAY WITH US! JIMOTHY AND I MISS THE TIMES WHEN YOU WOULD PLAY CATCH WITH US, BUT NOW ALL YOU DO IS CRY OVER A CUP! WE REALLY MISS SPENDING TIME WITH YOU!




A mother of two in a turbulent economy, Mary Ida Lee Fitzgerald was already stressed for money long before she decided to go back to college. However, in order to make any advancement in her career, she would have to go back and continue her education.



Even with her husband working a steady job, she knows that they will need to be incredibly careful with their finances, and they both download our budgeting app.

<u>Revenue</u>	<u>Expenses</u>
Daniel Pay - \$1000	Jimothy's Inhaler - \$500
Mary's "Business" - \$230	Adam's Video Games - \$420
	Plastic Surgery - \$417
Total: \$1230	Total: \$1337



After downloading the app, Daniel and Mary connect their joint bank accounts so they can see their expense & revenue reports.

1. Daniel could work 12 more hours so that you aren't in the red.
2. Jimothy could make his lungs start working again so that you can reduce the inhaler expenses.
3. Mary could hold off on her plastic surgery until your finances are more stable.
4. Adam could look into free-to-play games, or piracy.



They then look to the budgeting app for suggestions.


Goals

- Monthly income needs to be $>\$1800$.
- Monthly expenses should be $<\$1000$.



With their suggestions in mind, Daniel and Mary set goals for the next month.

<u>Revenue</u>	<u>Expenses</u>
Daniel Pay - \$1500	Food - \$250
Lying to Un- "on furlough" - \$400	Romantic Candlelit Dinner - \$300
Mary's "Business" - \$230	Plastic Surgery - \$417
Total: \$2130	Total: \$967



After a month, their budget looks like this. They realize that they've reached their goals for the month, with the help of our app.

Goals

- Monthly income needs to be $>\$1800$.
- Monthly expenses should be $<\$1000$.

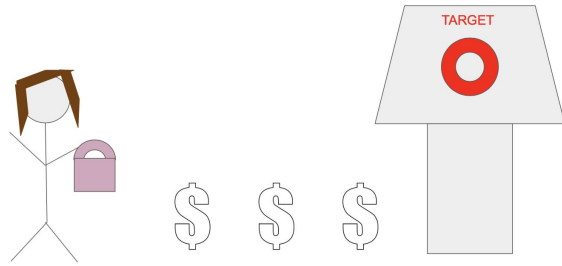


Congratation, you done them! We hope
you're proud of yourself for once~



They reached their goal, so the app helped them celebrate. Mary's ready for the next month of college, budgeting, and life.

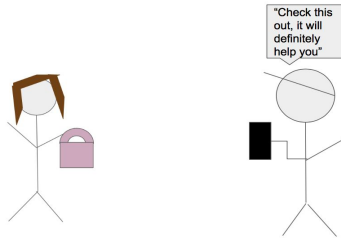
CAROLINE STOKES: STORYBOARD



Sarah continues to go shopping every weekend, while she is in college, for new clothes and her parents are getting tired of her constantly asking for more money.



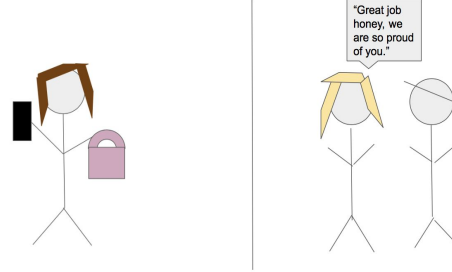
Sarah's parents suggests to her to that if they continue to send her more money, she needs to prioritize and manage her spending so she can learn her lesson of being in the "real world".



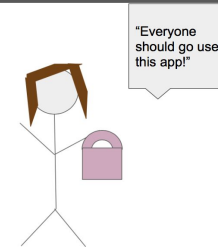
Sarah's friend, Tyler, shows her this new app he got that helps him manage how much he can spend for fun versus the amount he needs to save for important things.



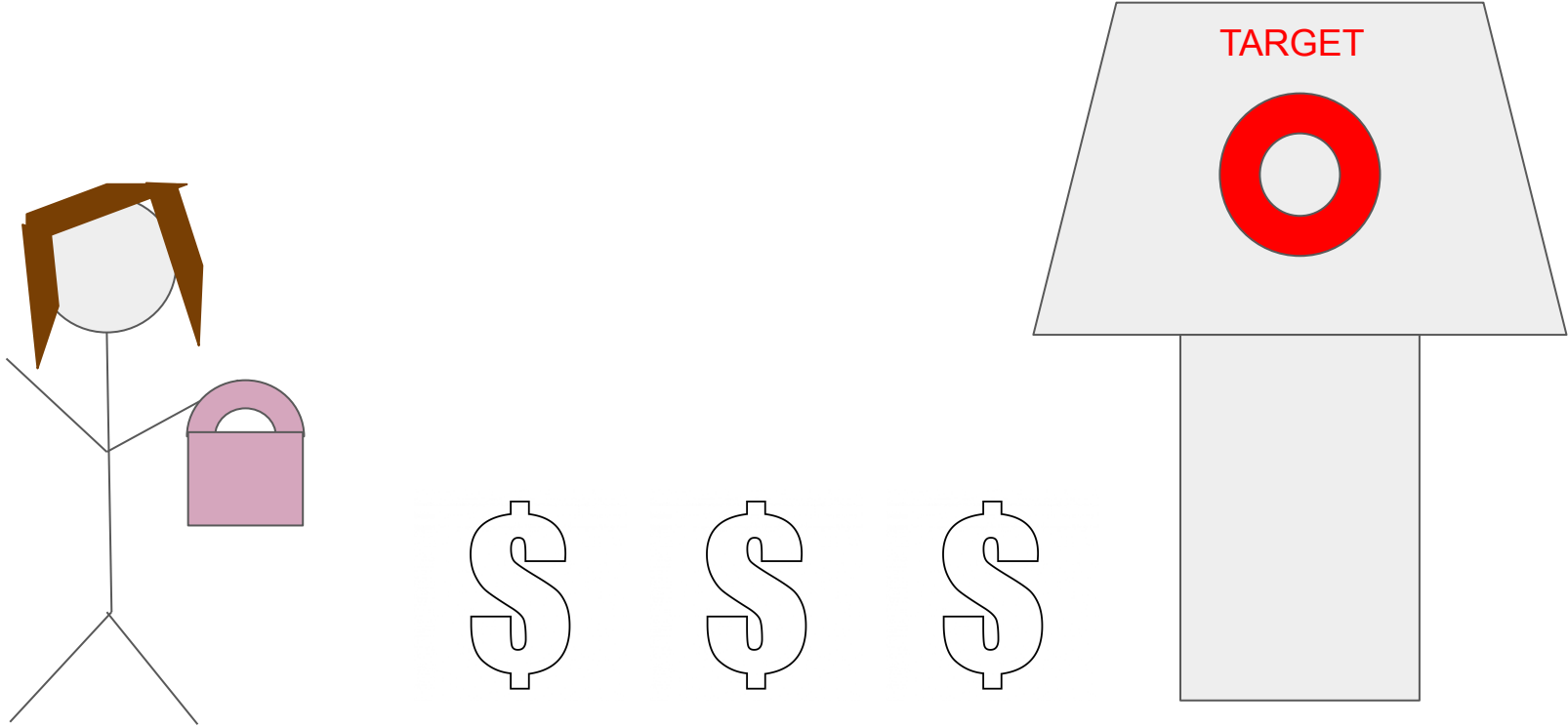
Sarah downloads the app, and quickly picks up the idea of saving money instead of spending it all at once because she realizes that without her parents, she would be struggling financially.



Sarah calls her parents a few weeks later to tell them that she has her priorities in line and they rewarded her by sending her money again, but they shorten the amount so she continues to save.



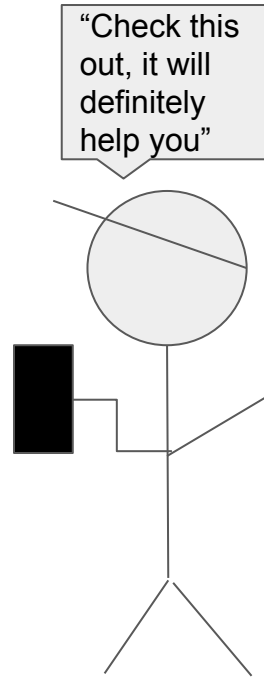
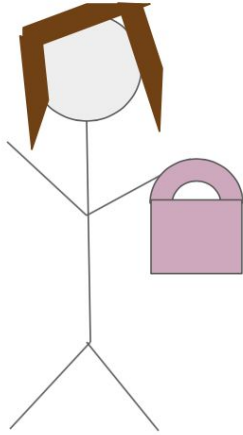
Everyone is happy and Sarah continued to use the app and was successful with her spending from there on out and she suggested the app to her other friends so they could learn too! THE END :)



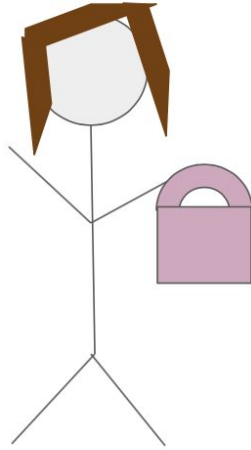
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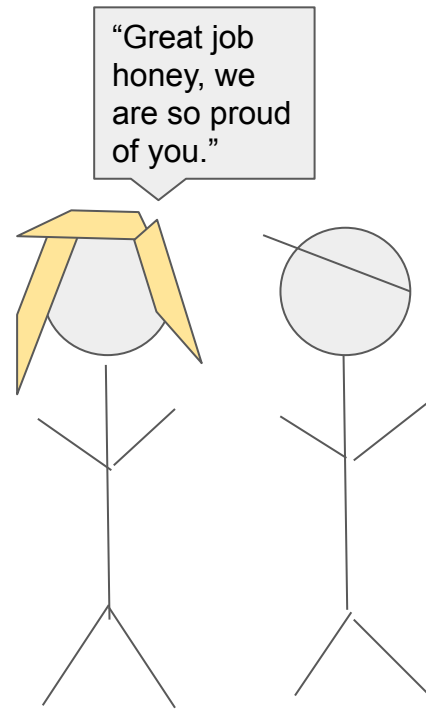
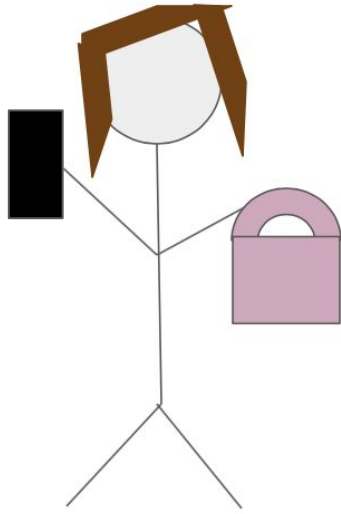


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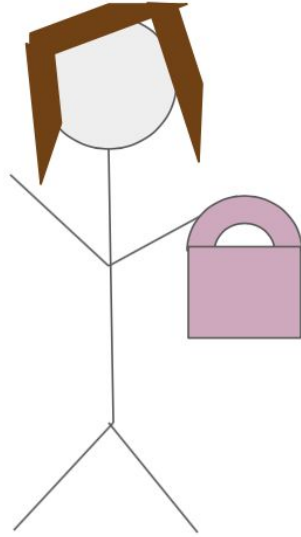


“Now I have
money for
shopping and
for groceries!”

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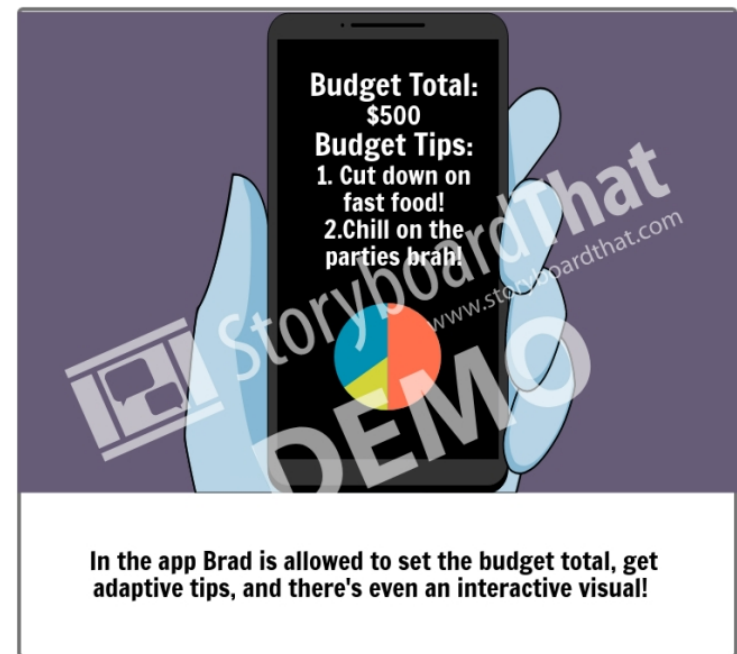


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“Everyone
should go use
this app!”

Everyone is happy and Sarah continued to use the app and was successful with her spending from there on out and she suggested the app to her other friends so they could learn too! THE END :)



Here we see a
Young Brad
stressed after a
recent phone about
call with his
parents about his
careless spending.





Brad decides to download our budgeting app so that his parents will get off his back!



In the app Brad is allowed to set the budget total, get adaptive tips, and there's even an interactive visual!

Brad feels a rush of relief and responsibility as he closes the app and wipes his tears.



**Here we see a
young Brad
breaking out in
dance after his
parents applaud
him for his
efficient spending!**





Now Brad is able to get ahead on budgeting and even has some extra for the next month with all new tips!