

Penguin

Because broke is boring.



Submitted by -
Team Predictive

Ayush Mishra
Vedangi Jawade

Krishnam Gupta
Neel Junnarkar



Problem

Indian college students aged 18-24 face persistent challenges in [managing money](#) due to peer pressure, irregular side gig income, and a lack of financial literacy. Existing tools help track expenses but fail to build financial confidence or cater to student-specific needs like rent splitting, UPI understanding, and savings discipline. There's a need for a [student-first financial companion](#) that blends into daily routines and nurtures smart money habits from the first semester.

Target Market

Who

Indian college students aged 18-24



Where

Across Tier 1-3 colleges, spanning urban, semi-urban, and rural areas

Why it matters

First exposure to financial independence, but limited tools and guidance

Competitors



Splitwise



Jupiter



CRED



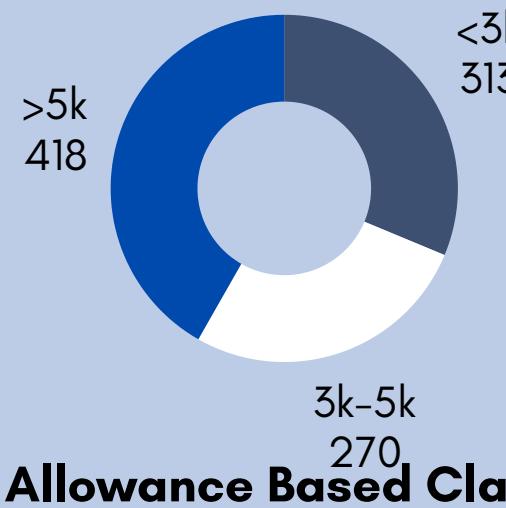
Google Pay



BHIM
BHARAT INTERFACE FOR MONEY



Data Insights



Debt & Saving issues are universal across income groups – they appear in the top two challenges for all categories.

Mid-allowance group is more inclined towards budgeting tools – possibly because they manage slightly more discretionary income.

Low-allowance group struggles most with basic expense tracking and avoiding overspending.

High-allowance group faces social & shared living costs alongside debt – suggesting a different kind of cash flow strain.

App Usage Stats

Splitwise	21.0%
Walnut	20.9%
Cred	20.2%
Jupiter	19.6%
None	18.3%

Gaps & Opportunity

Current apps help track expenses but:



Aren't student-specific
(e.g., hostel rent splitting)



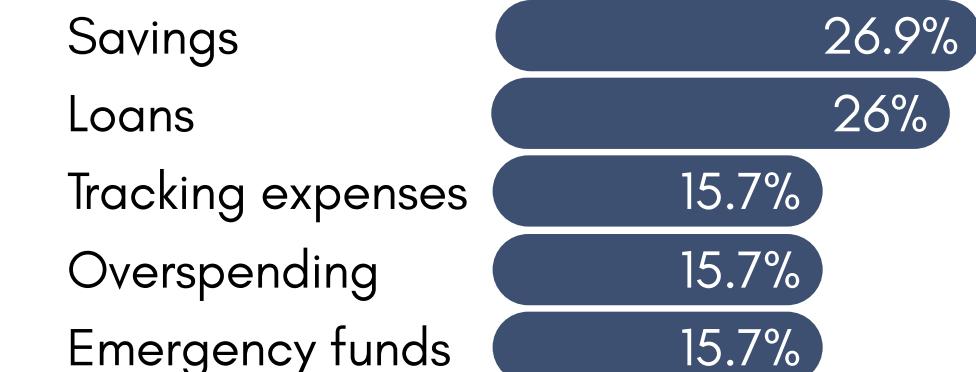
Don't teach financial
literacy



Don't build confidence
or habits

Top Problems Faced

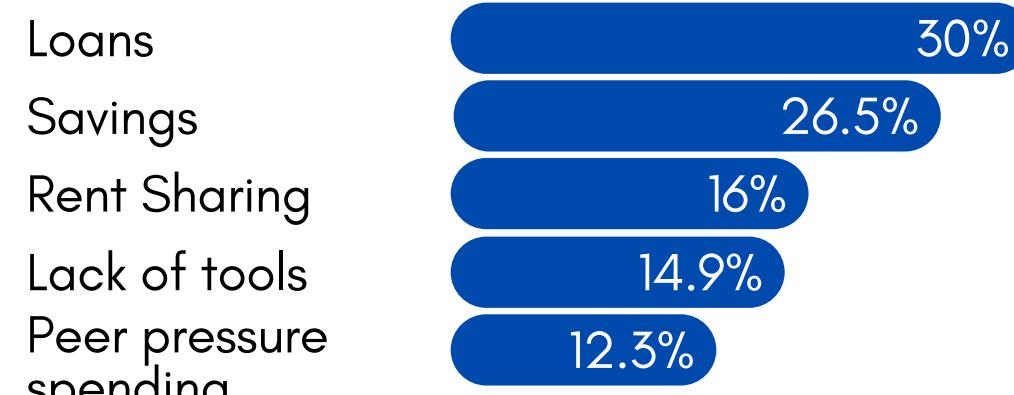
< 3k



3k - 5k



> 5k



Competitive Landscape

App



Splitwise



WALNUT



CRED



Jupiter

Strengths

Popular for group
expense splitting

Expense tracking &
budgeting

Rewards for credit
card payments

Neo-banking + UPI
+ savings

Limitations

No budgeting, no savings, cluttered
UI, lacks student context

No UPI integration, no goal-based
saving, no incentives

Limited student relevance, low
engagement, regulatory pressure

Complex onboarding, lacks student-
specific flows, no gamification

These apps solve for transactions, not transformation. None are built around student-specific behaviors, emotional triggers, or habit formation.

User Persona



Aadi

18, 1st-year student, Tier-2 city / ₹3000 allowance

💸 Relies on mess food, splits bills with friends. Always runs tight on money.

⚡ Pain Points: Runs out before month-end, struggles to save, can't track daily spends (chai, snacks, autos).

💡 Motivations: Wants to stretch allowance, enjoys small wins (₹50 saved), likes gamified nudges.

🎯 Goals: Build micro-saving habit, have stash left for outings.



Neha

21, 3rd-year student / ₹3000-5000 allowance

🎵 Loves clubs, outings, social life, but overspends.

⚡ Pain Points: Overspends on outings, messy group payments, guilt when money runs out.

💡 Motivations: Wants balance between fun + savings, likes easy split-expense features, motivated by insights.

🎯 Goals: Track daily spends, save consistently for mid-size goals (fest, trips).



Rohit

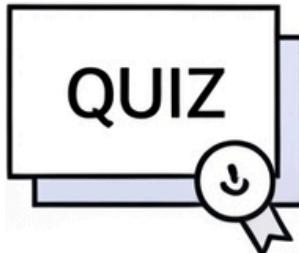
23, Final-year, Tier-1 city / ₹5000+ allowance + freelance income

💻 Juggles allowance + freelance income, wants maturity in finances.

⚡ Pain Points: Impulse shopping, idle savings, pressure to be 'mature' with money.

💡 Motivations: Wants control over larger allowance, values investing early, likes visible progress (e.g. saving for laptop).

🎯 Goals: Create structured savings goals (laptop, trips), start small investments, build discipline before workforce.



Onboarding & Personalization Quiz

What is this?

An animated onboarding flow that uses a mascot-led quiz to collect details, classify personas, and deliver personalized tips and feature highlights during app usage.

Why this matters?

Students need a warm, engaging entry point that feels relevant and tailored.

- Builds emotional connection with app
- Enables contextual recommendations
- Makes financial tools feel less intimidating



UPI- First Payment Infrastructure

What is this?

Seamless payment system featuring Scan & Pay, UPI ID & QR integration, Pay by Contact, and tools for settling group expenses and managing shared payments.

Why this matters?

Students rely heavily on UPI for everyday transactions.

- Reduces friction in payments
- Supports social and shared spending
- Builds trust through familiar tools



People, Groups, Bills & Subscription

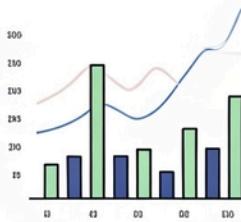
What is this?

Organized module to manage individual and shared finances via People, Groups, and bills and subscriptions – offers unique detailed shared expense insights.

Why this matters?

Students juggle multiple financial relationships and recurring costs.

- Prevents confusion & missed payments
- Promotes transparency & accountability
- Differentiates from generic payment tools



Analytics and Expense Tracking

What is this?

Offers visual dashboards and behavioral insights to help students track monthly allowance, auto categorize expenses, and understand spending patterns.

Why this matters?

Students often lack visibility into where their money goes.

- Builds financial awareness
- Encourages better habits
- Makes tracking fun and gamified



Pocket Vault & Planned Goals

What is this?

A dual savings system featuring a Pocket Vault for emergency funds, and Planned Goals for fixed-period saving – offering rewards for completion and outperforming

Why this matters?

Students struggle to save consistently and need motivation.

- Builds financial resilience
- Makes saving feel rewarding
- Encourages long-term thinking



Small - Scale Investing

What is this?

Simple, low-commitment investment options with ₹30–₹50 entry points, flexible monthly tiers, and clear projected returns – designed for ease and confidence.

Why this matters?

Students want to start investing but feel overwhelmed.

- Makes investing accessible
- Builds financial literacy
- Encourages habit formation



Rewards and Financial Scores

What is this?

Gamified system that rewards positive financial habits, track goals & vault milestones, and financial score to reflect spending and saving behavior.

Why this matters?

Students respond well to gamification and feedback.

- Reinforces positive habits
- Adds motivation and fun
- Enables self-assessment and growth



Financial Literacy and Referrals

What is this?

Engaging education & growth loop powered by mascot, memes, and referral program with mutual rewards to drive social growth and habit reinforcement.

Why this matters?

Students need financial education and love sharing useful tools.

- Makes learning fun and sticky
- Drives organic growth
- Builds community and trust



Monthly Penguin Report Card

What is this?

At month's end, users get a "Your Financial Story" recap - that highlight savings, spending category, and final Finguin score to celebrate progress and spark reflection.

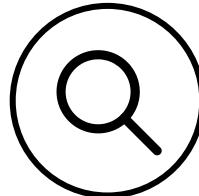
Why this matters?

Students enjoy visual storytelling and social sharing.

- Makes financial reflection fun and engaging
- Reinforces monthly financial habits

User Journey

Discovery



Learns about app via friends, campus stalls, social media buzz.

"I need something to track and control my allowance better."



- Current apps feel too complex or adult-centric
- lack student-first simplicity

Consideration



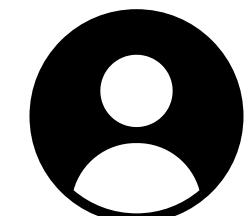
Checks app store, reads reviews, compares with alternatives.

"Will this really work for students like me?"



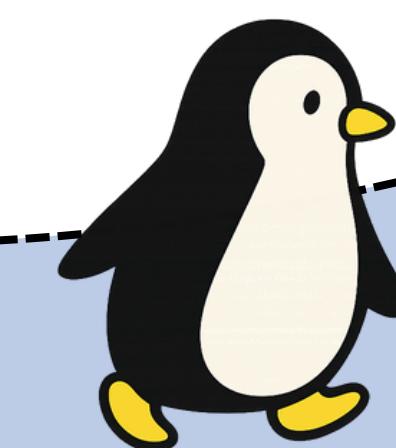
- Apps don't show clear student-first positioning
- Need mascot, tone, and examples like mess fees

Onboarding



Downloads, e-KYC, quick persona quiz, sets allowance & recurring spends.

"Setup was quick, and the app feels made for students."



- Long KYC or boring setup frustrates
- Quiz should be fun, quick, and relatable

Exploration/ First Use



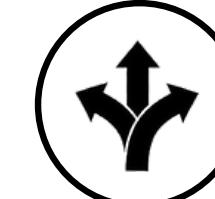
Lands on home → Hero highlights analytics & vault → Uses quick pay → Tries analytics & vaults.

"This is showing me exactly where my money is going."



- Too much data can overwhelm students
- Need mascot-driven summaries and light nudge

Decision Making/ Habit Formation



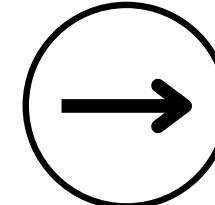
Sets saving goals, tries future vault, checks gauge, follows mascot tips.

"I can actually save and track without cutting out fun."



- Risks being just a tracker without gamification
- Rewards and streaks sustain motivation

Exit/ Continuity



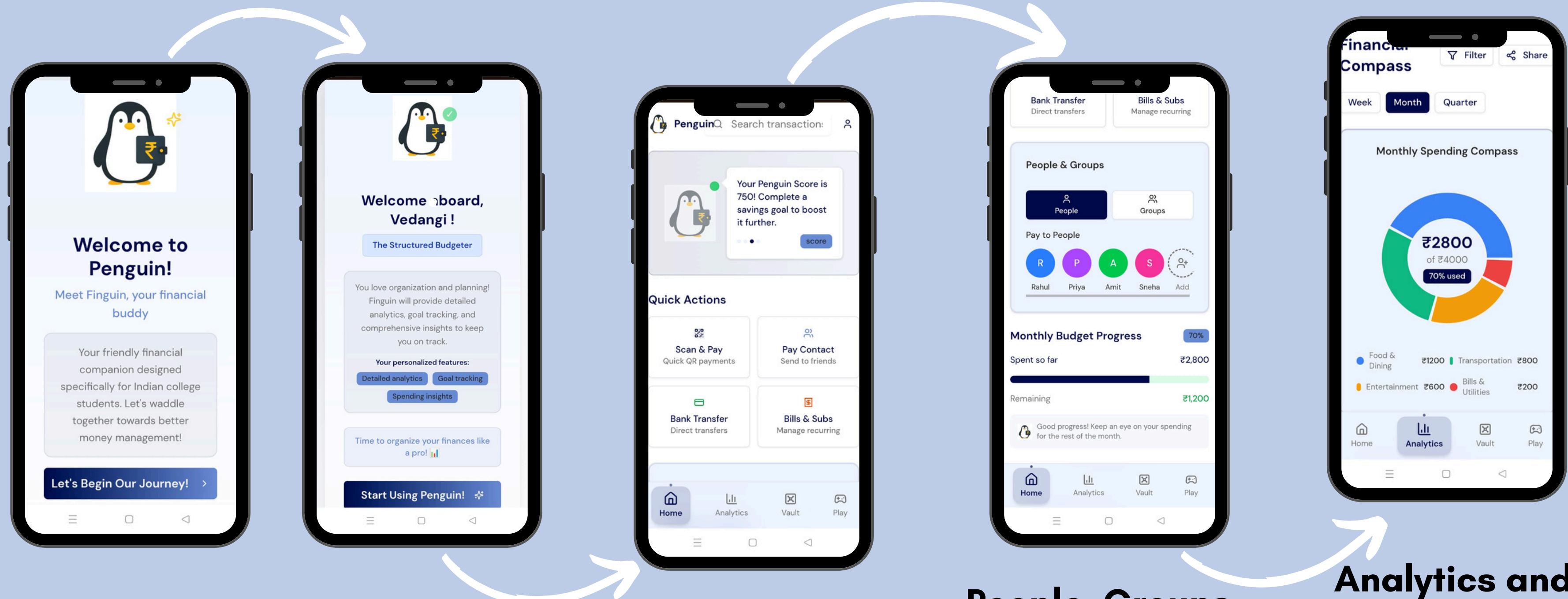
Ends session after checking balances, vaults, or group payments. Gets reminders later.

"This app keeps me in control, I'll check again tomorrow."



- Spamy reminders can cause drop-offs
- Contextual nudges make notifications helpful

Wireframes/Prototype



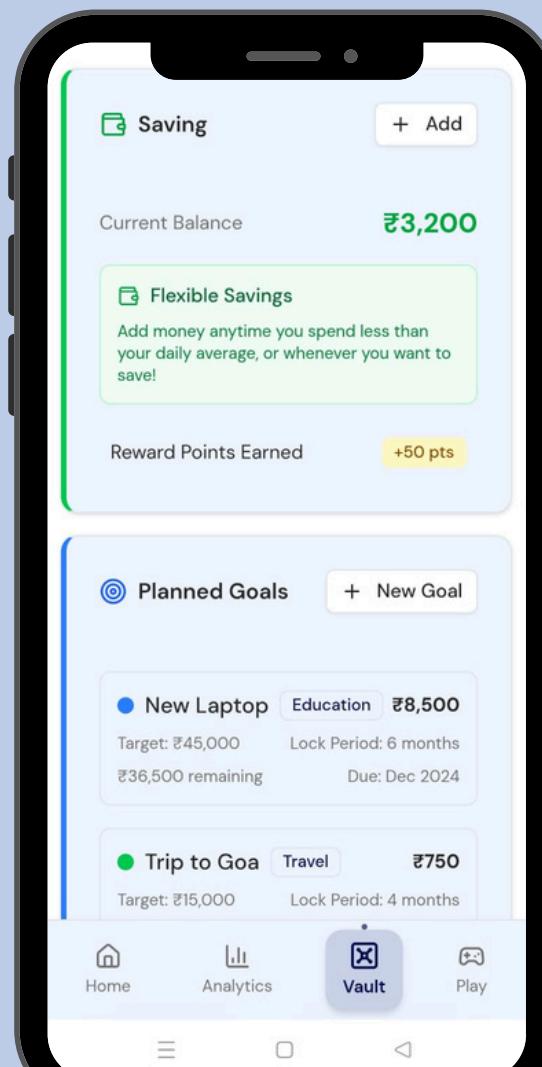
Onboarding & Personalization Quiz

UPI- First Payment Infrastructure

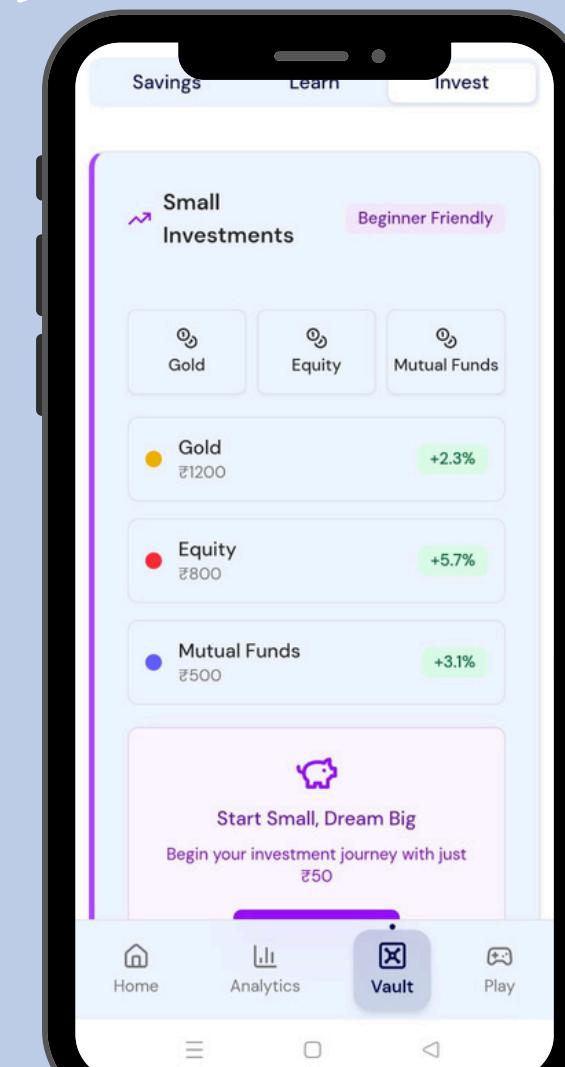
People, Groups, Bills & Subscription

Analytics and Expense Tracking

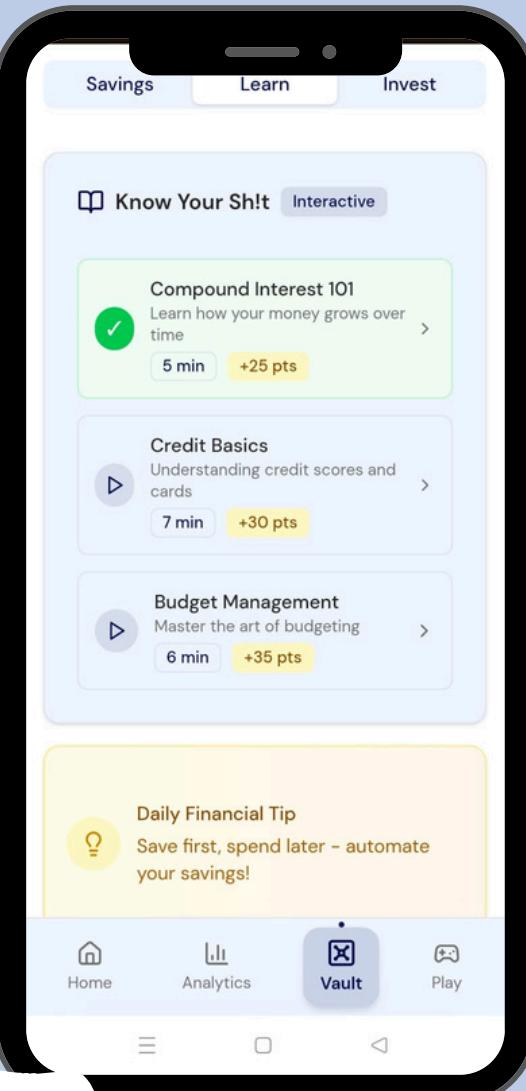
Wireframes/Prototype



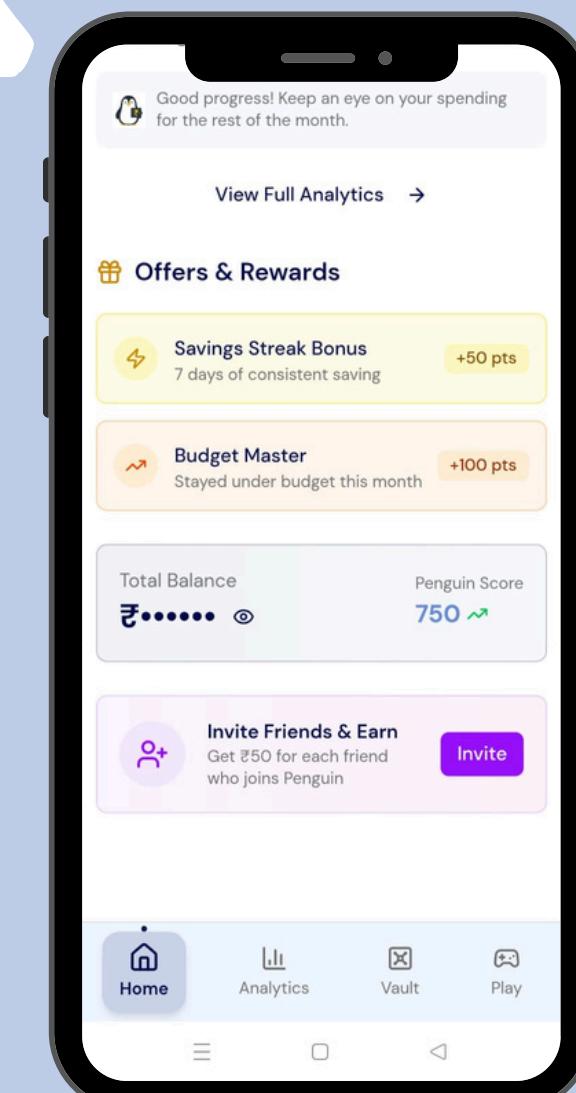
Pocket Vault & Planned Goals



Small - Scale Investing



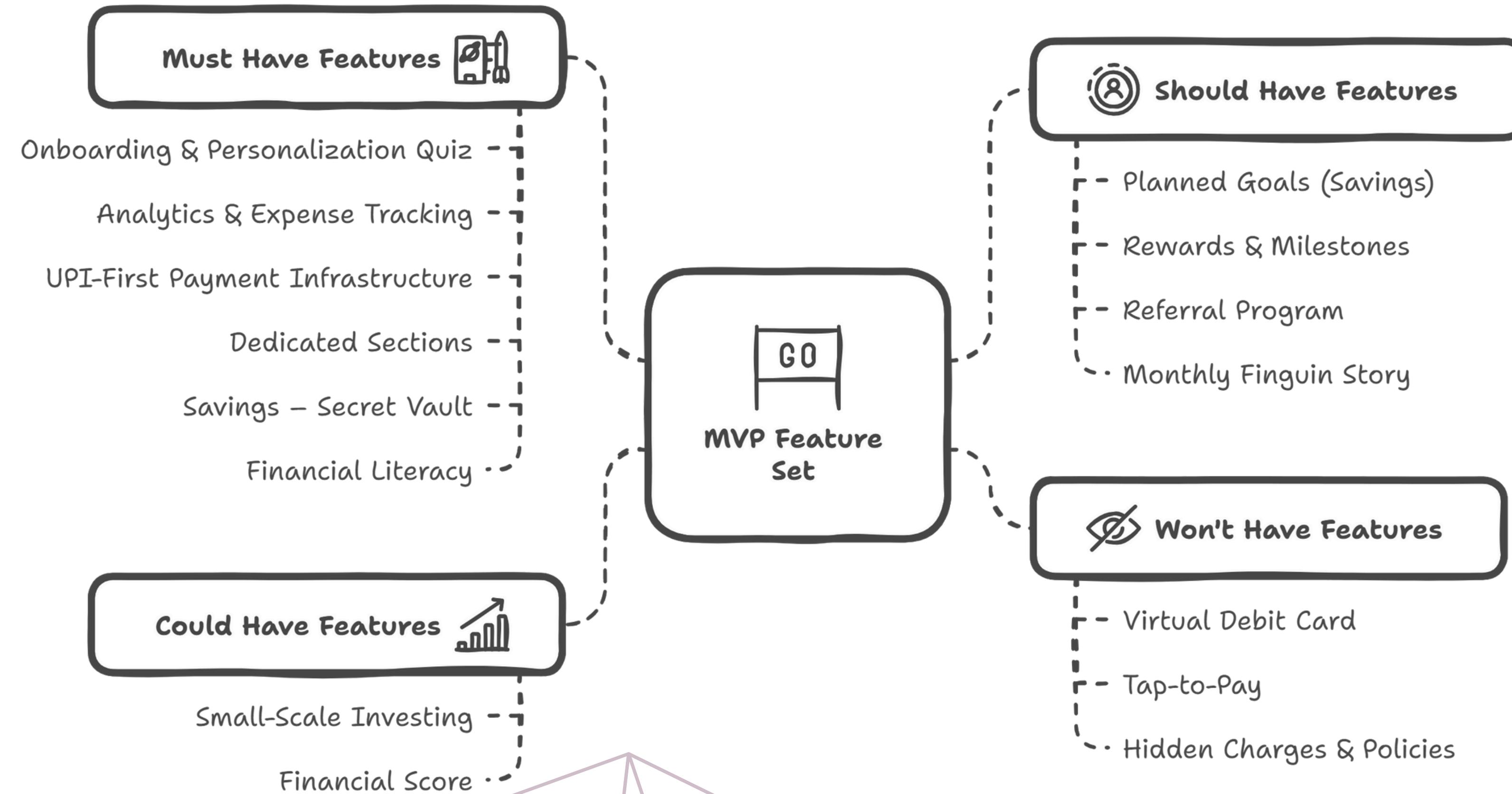
Financial Literacy and Referrals



Rewards and Financial Scores

[view the prototype here](#)

Prioritization



College Selection Criteria

- Tier diversity: 1 Tier 1, 1 Tier 2, 1 Tier 3
- Digital engagement: Active WhatsApp groups, Instagram presence
- Campus ecosystem: Hostels, shared expenses, student clubs & fests

Launch Tactics



Campus Ambassadors

- Recruit 2-3 trusted students per college
- Incentivize with referral rewards, early access, and leaderboard visibility
- Role: Spread awareness, demo features, collect feedback



On-Ground Activation

- Host "Money Confidence Week"
- Activities: Meme wall, mascot-led budgeting games, QR scavenger hunt
- Goal: Drive installs + onboarding completion



Digital Campaigns

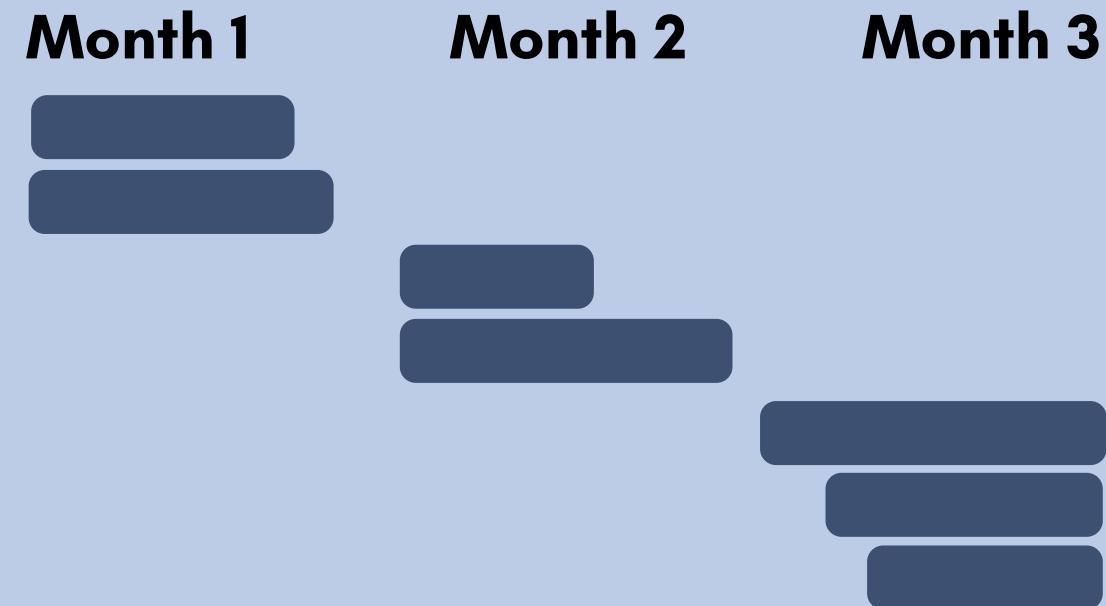
- Instagram reels + meme drops
- WhatsApp nudges via ambassador groups
- Referral chain incentives (e.g., "Invite 3 friends, unlock vault boost")



Feedback Loops

- Weekly ambassador syncs
- In-app feedback prompts post key actions (e.g., first group expense, first vault deposit)

Rollout Timeline



Phase 2

P2P Lending

- Who can Lend ?
- Why Lend ?
- Who Can Borrow ?
- Risks
- Mitigation Strategy

Interest on Savings

- Begin **interest accrual** on user savings
- Complements lending feature by rewarding both **saving and lending**

Metrics

Metric**Activation Rate**

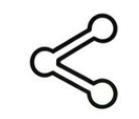
% of users who complete onboarding

**Vault Engagement**

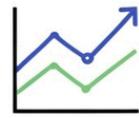
% of users who set up and maintain secret vault

**Group Expense Usage**

Frequency of shared expense creation

**Referral Rate**

Avg. invites per user

**Financial Score Growth**

Avg. score improvement over 30 days

**Drop-Off Points**

Where users disengage

What It Measures**Why It Matters**

Validates onboarding clarity and relevance

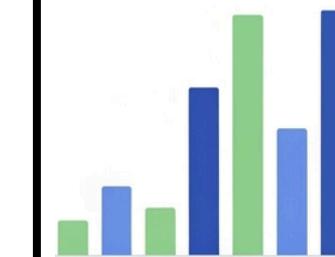
Indicates savings habit formation

Measures social utility and stickiness

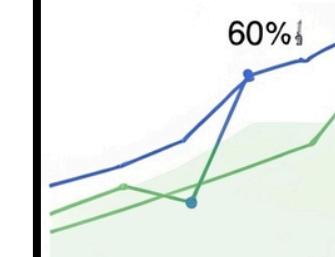
Reflects virality and trust

Tracks behavioral improvement

Guides UX and feature refinement

Expected Impact

1,000+ active users across 3 colleges



60%+ vault setup rate



40%+ group expense engagement



25%+ referral-driven growth



15% avg. financial score improvement

Decision Levers**Low Vault usage?**

Trigger nudges & mascot memes

High drop-off post onboarding?

Simplify flow, solve core issue

Low referral rate?

Boost incentives, add leaderboard visibility

High group expense usage?

Prioritize social features in next sprint

Thank You

