

Taka-Poisa

Know Your Money

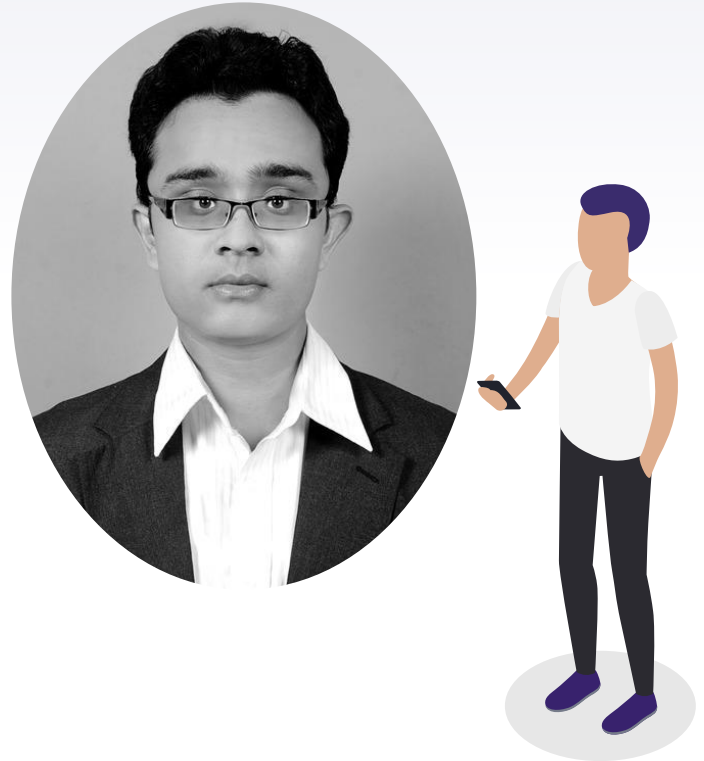


HELLO!

I am Asif Al Mahmood

I am here because I'm going to pitch an idea for a mobile app.

You can find me at asif1819@hotmail.com



Problem



- In Bangladesh, there is no all-inclusive platform for finding everything necessary for daily and personal finances, including digital banking, NBFIs, the capital market, investments, tax and loan information, and many more.
- So, due to a lack of digital and financial literacy, in Bangladesh, the majority of women remain excluded from the formal financial system. Actually, women need a unified, simpler platform where, beside other banking information, they can avail themselves of information about KYC.

Solution

Taka-Poisa is a trustworthy, all-in-one solution for Bangladeshi women to learn about different digital financial services like MFS, digital banking, and loan services in simple languages.

It's all about her everyday life, personal finances, and budgeting.



The user has access to both.

Exclusive 7-day trial:

- Free subscription
- Daily Bites: insightful tips from your trainers, relevant reads
- The free trial ends after seven days.

The paid-for premium experiences:

- detailed video coaching for better clarification.
- step-by-step guidance on different financial matters
- Podcasts and infographics



Premium offers: unlock full access



- It can also teach women about various financial terminologies in a very simple way, so women who are not well educated can easily access it.
- Taka-Poisa is basically a mobile app, and it can also be used on iOS phones.
- It offers services in a business-to-consumer (B2C) style.

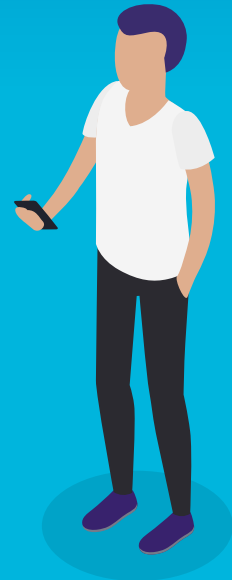
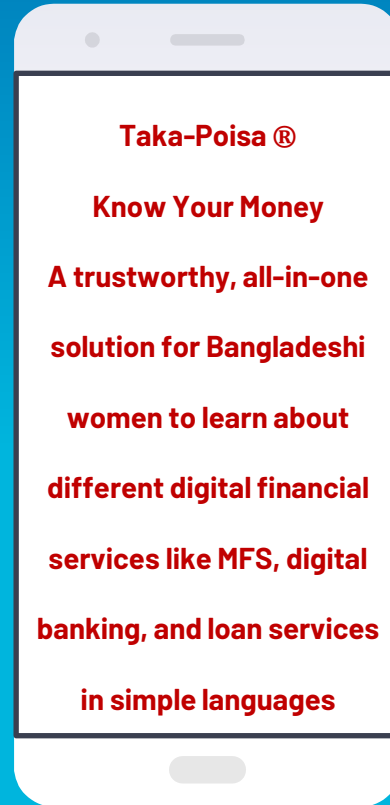


86.3 million

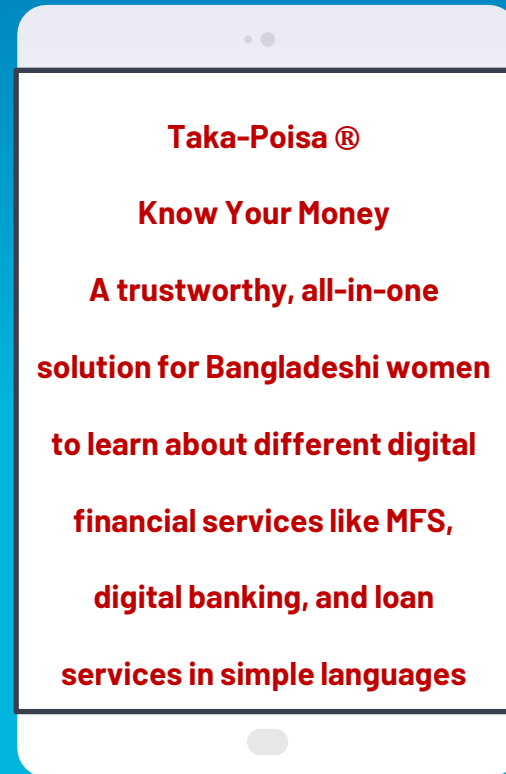
Whoa! That's a big number,

50.4 percent of Bangladesh's population is female.

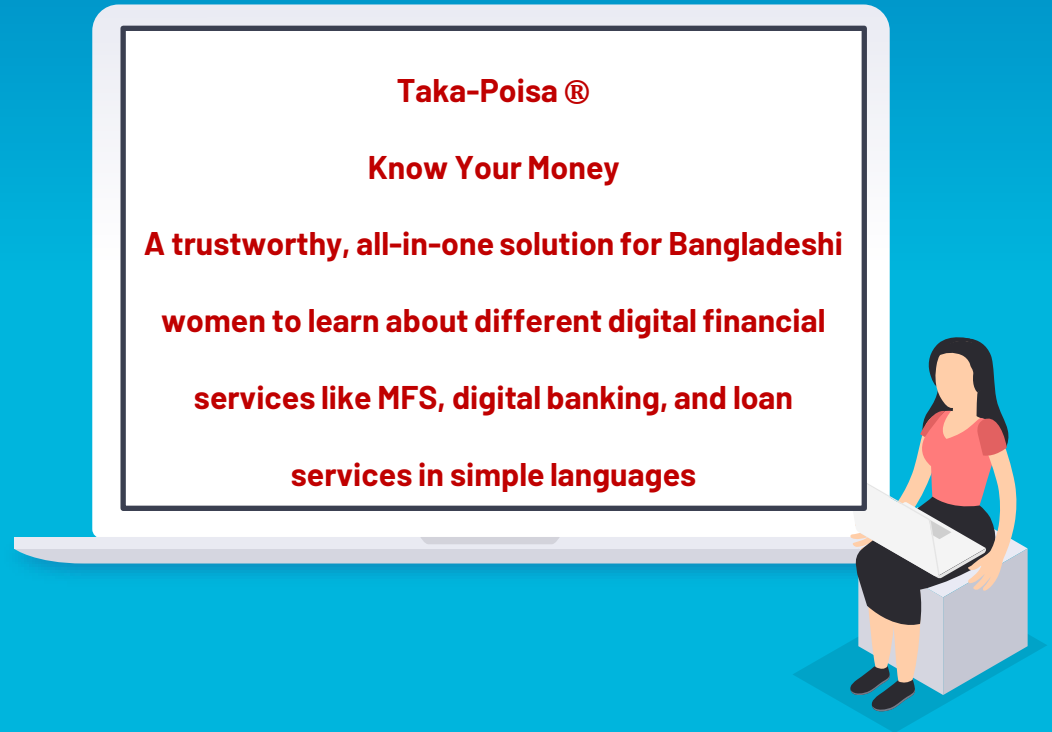
Mobile version: How does it look on Android?



Tablet view:
It's also available
on tablets.



Desktop project:
If it is required, we
can move on to the
desktop version.



SWOT Analysis

- Anywhere access
- Language: both English and Bengali
- Cost effective
- A 7-day trial version is available.



- Do we have the budget?
- difficulty of creating
- The need for updates and support



- SMS Communication
- customer database for personalized marketing
- AI-powered app can perform faster.



- Data leakage
- Competitors with better strategies
 - Lack of data storage security
- Substandard authentication and authorization



THANKS!

Any questions?

You can find me at:

- ▶ 880-1531886271 (WhatsApp)
- ▶ asif1819@hotmail.com

