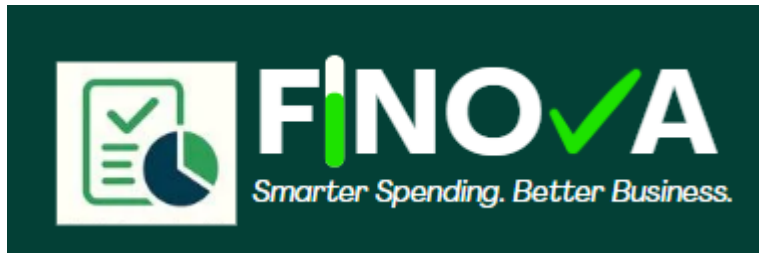


# DAY 8 TASKS

## Task 1: Add app logo and branding



- Developed a logo using – FINance + innOVation 🧠.
- The logo also displays charts and planning signifying finova's essence
- We also added a catchy tagline for branding

## Task 2: Prepare pitch text and GitHub repo

### Finova App Pitch Deck Content

#### ❑ Expenses Table

This table tracks individual expense records for the organization. Each record represents a single expenditure and includes key details such as:

- **Amount:** The monetary value of the expense.
- **Category:** The type of expense (e.g., travel, office supplies, utilities).
- **Date:** The date the expense was incurred.
- **Description:** A brief summary of what the expense was for.
- **Submitted By:** The person who submitted the expense.
- **Department:** The department responsible for the expense.

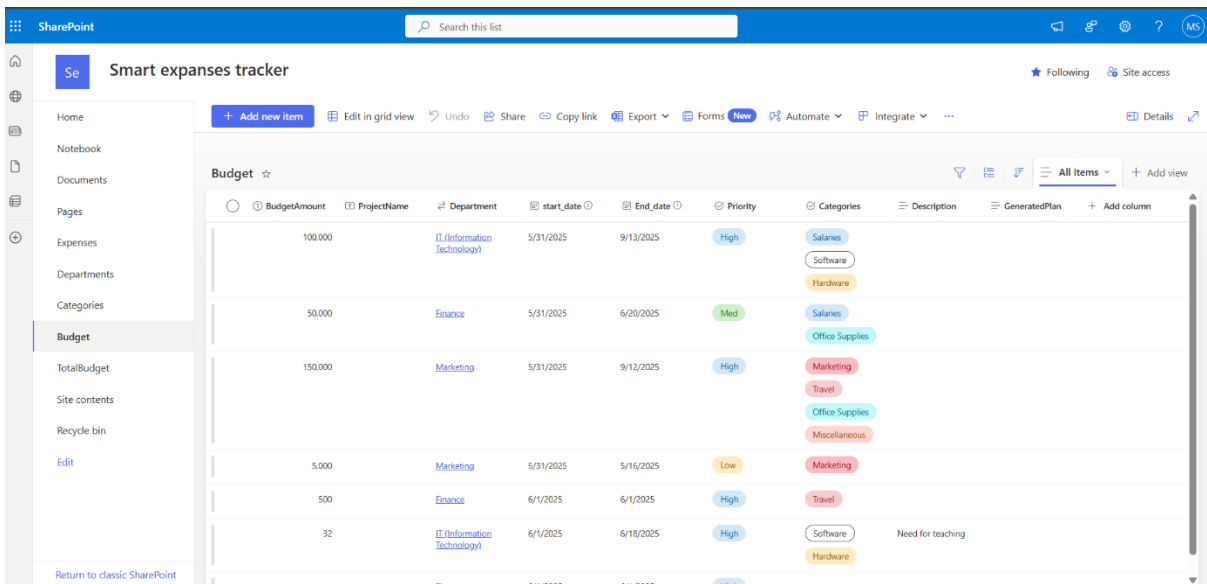
The screenshot shows a SharePoint interface for a 'Smart expenses tracker' app. The left sidebar contains navigation links: Home, Notebook, Documents, Pages, Expenses (selected), Departments, Categories, Site contents, Recycle bin, and Edit. The main content area displays a table titled 'Expenses' with the following columns: Amount, Category, Description, Employee Name, Department, Expense Date, Generate Plan, and Add column. The table contains eight rows of expense data.

Amount	Category	Description	Employee Name	Department	Expense Date	Generate Plan	Add column
\$1,000	Meals & Entertainment			Legal	5/21/2025		
\$2,000	Office Supplies		Moustafa Sabir	Procurement/Purch...	5/28/2025		
\$2,000	Travel		Moustafa Sabir	Legal	5/28/2025		
\$2,000	Utilities		Moustafa Sabir	Legal	5/28/2025		
\$5,000	Meals & Entertainment		Moustafa Sabir	Finance	5/28/2025		
\$9,000	Travel		Moustafa Sabir	IT (Information Technology)	5/28/2025		
\$6,000	Travel		Moustafa Sabir	IT (Information Technology)	5/28/2025		
	Travel		Aqsa Khan	Finance	6/1/2025		

## Budget Table

This table serves as a **financial blueprint** for the organization, defining budget allocations for each department or category. Each record represents a **planned budget allocation** and contains the following fields:

- **BudgetAmount:** The monetary amount allocated for the category or department.
- **Category:** The purpose of the budget (e.g., marketing, operations, R&D).
- **Department:** The department responsible for managing the allocated budget.
- **Start Date:** The date when the budget period begins.
- **End Date:** The date when the budget period ends (if applicable).
- **Description:** A short explanation or note about the budget allocation.



The screenshot shows a SharePoint 'Smart expenses tracker' list view. The table has columns: BudgetAmount, ProjectName, Department, start\_date, End\_date, Priority, Categories, Description, and GeneratedPlan. The data is as follows:

BudgetAmount	ProjectName	Department	start_date	End_date	Priority	Categories	Description	GeneratedPlan
100,000		IT (Information Technology)	5/31/2025	9/13/2025	High	Salaries, Software, Hardware		
50,000		Finance	5/31/2025	6/20/2025	Med	Salaries, Office Supplies		
150,000		Marketing	5/31/2025	9/12/2025	High	Marketing, Travel, Office Supplies, Miscellaneous		
5,000		Marketing	5/31/2025	5/16/2025	Low	Marketing		
500		Finance	6/1/2025	6/1/2025	High	Travel		
32		IT (Information Technology)	6/1/2025	6/18/2025	High	Software, Hardware	Need for teaching	

## Departments Table

This table acts as the **backbone of the organizational structure**, defining the various departments within the company. Each record represents a **single department**.

Fields include:

- **DepartmentName:** The official name of the department (e.g., Sales, Marketing, IT, HR).

This table enables the system to **associate budgets, expenses, and activities** with the correct department, ensuring **accountability and clarity** across the organization.

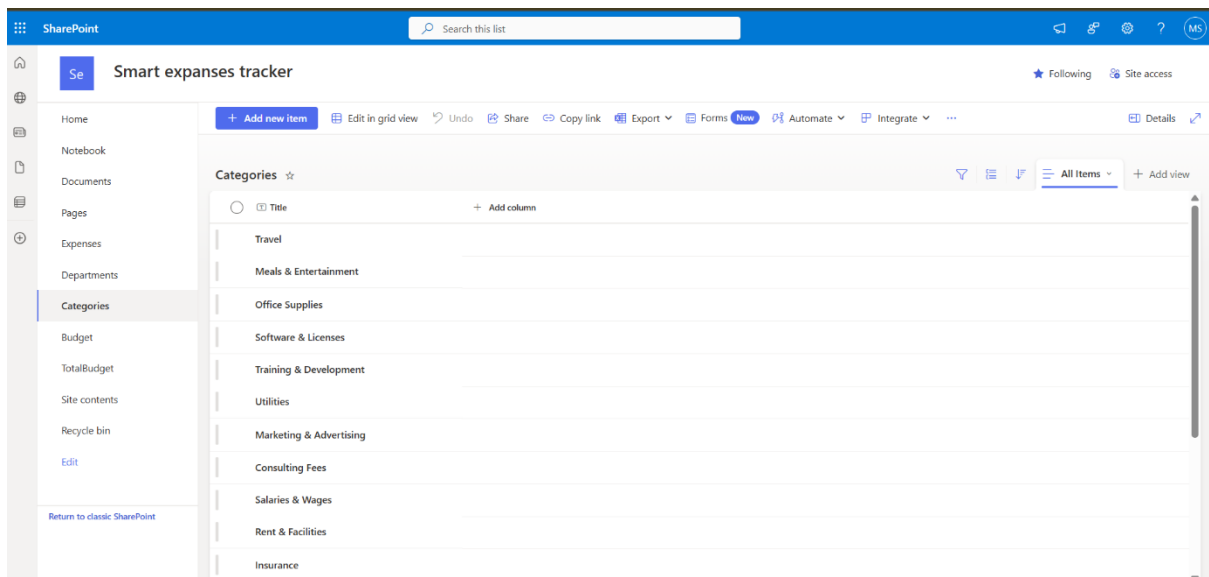
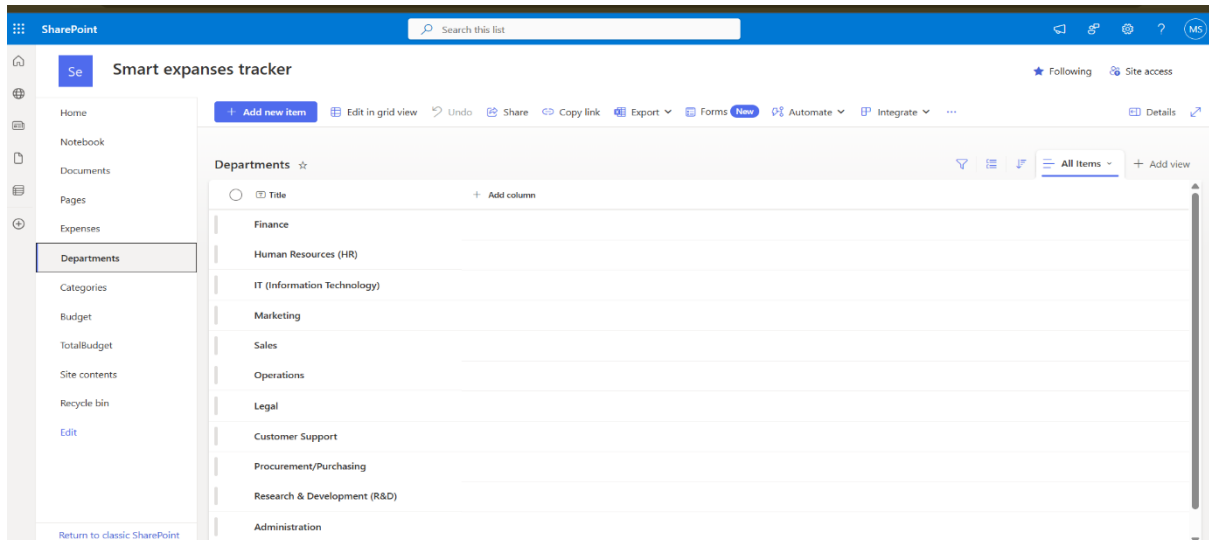
## Categories Table

This table defines the **types of expenses or budget allocations** across the organization. It helps **classify and group financial data** for better reporting and analysis.

## Fields include:

- **CategoryName:** The name of the category (e.g., Travel, Office Supplies, Advertising, Utilities).
- **Description** (optional): A brief explanation of what the category covers.

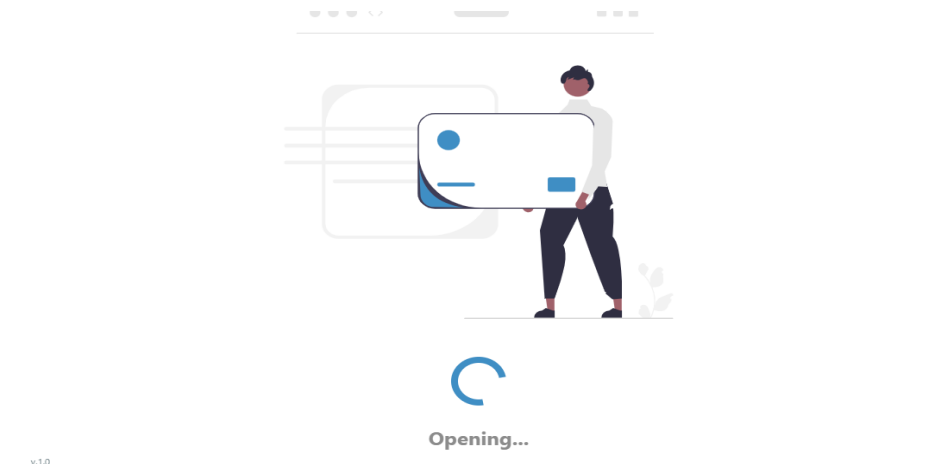
By using this table, the app can **filter and analyze expenses** by category, making it easier to **track spending trends** and support **data-driven decision-making**



## Splash Screen

The **Splash Screen** is the **first impression** of the app, acting as a **loading page** while data initializes. It typically shows a **logo**, **branding elements**, and a **loading indicator** to reassure users that the app is starting up properly.

It's designed to create a **smooth, professional entry point** into the application, ensuring the user feels confident and engaged from the moment they launch the app.

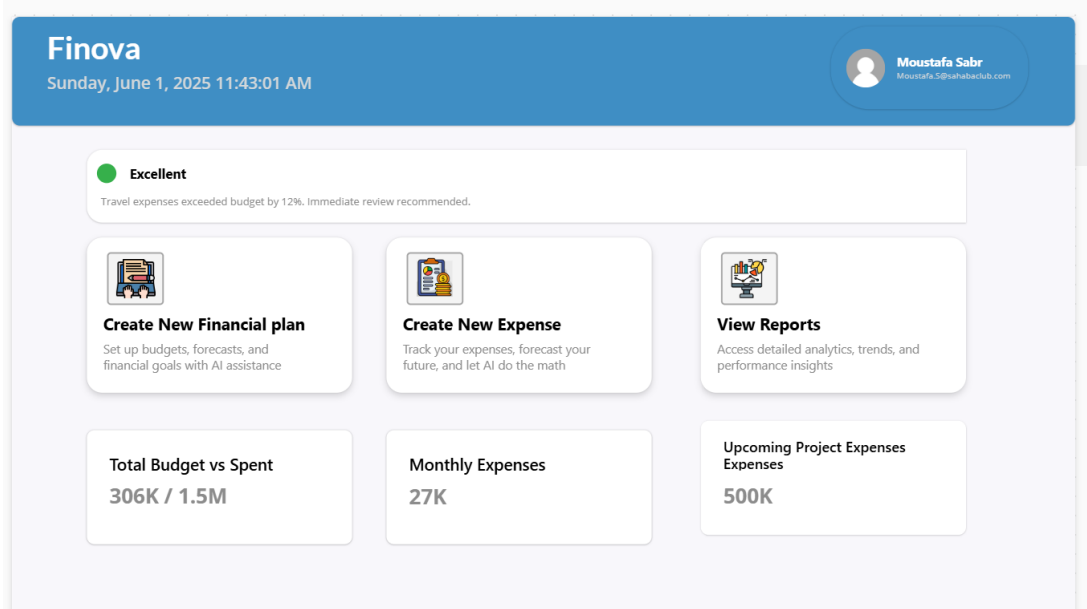


## Home Screen

The **Home Screen** serves as the **central hub** and **navigation point** for the entire application. It's designed to be **intuitive** and **user-friendly**, providing easy access to the core features that help manage and monitor the company's financial data.

### Key Features:

- **Add Expense:** Quickly log new expenses with all necessary details.
- **Add Financial Plan (Budgets):** Create or update the company's financial plans and allocate budgets effectively.
- **View Reports:** Access detailed financial reports, including expenses, budget allocation, and trends over time.
- **Financial Health Indicator:** A visual and textual indicator showing the **current financial status**, helping users make informed decisions at a glance.

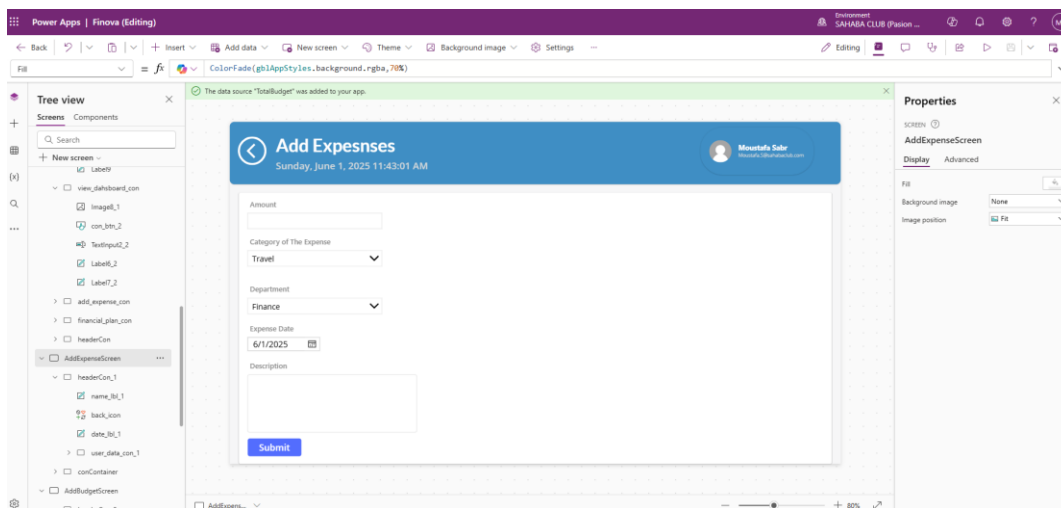


## Add Expense Screen

This screen is where users **record new expenses** incurred by the company. It's designed to capture all relevant details to keep your financial records precise and up-to-date.

### Core Elements:

- **Expense Amount:** Enter the exact amount spent, with proper currency formatting.
- **Expense Date:** Specify when the expense occurred to maintain chronological accuracy.
- **Department:** Select the department responsible for the expense to keep budgeting organized.
- **Category:** Categorize the expense (e.g., travel, supplies) to facilitate detailed reporting and analysis.
- **Description:** Add optional notes or details to provide context for each expense.

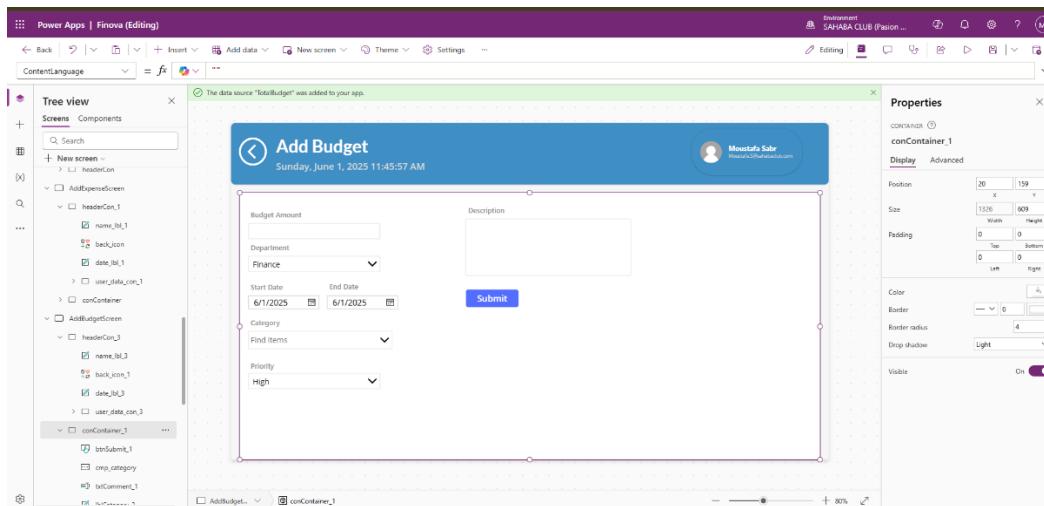


## Add Budget Screen

This screen lets users **create new financial plans** by setting budget limits for departments or projects. It's the command center for controlling where and how money gets allocated.

### Key Components:

- **Budget Amount:** Define the maximum amount allocated—formatted smartly to show K or M for clarity.
- **Department:** Assign the budget to a specific department, enabling targeted financial management.
- **Category:** Choose relevant budget categories to keep spending organized and easy to track.
- **Start and End Dates:** Set the time frame for the budget, ensuring financial plans are time-bound and measurable.
- **Notes/Description:** Optionally add context to explain the budget's purpose or constraints.

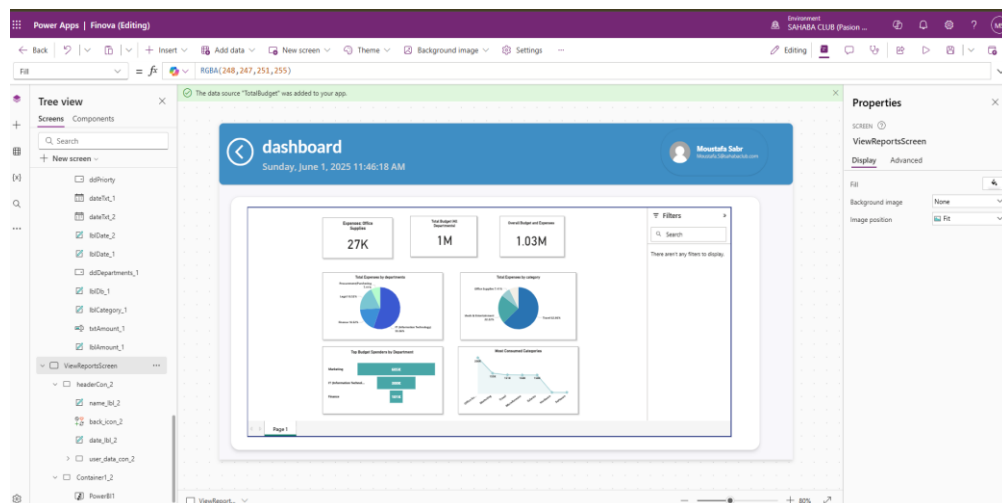


## Dashboard Screen

The command center for your financial pulse, presenting **detailed budget insights sliced by category and department**—no fluff, just facts.

### Core Elements:

- **Total Expenses by Category:** See exactly how much each spending category is consuming from the overall budget—spot the biggest money pits at a glance.
- **Total Expenses by Department:** Break down expenses department-wise to quickly identify who's burning through their allocation and who's playing it cool.
- **Total Budget Overview:** Clear display of the total allocated budget alongside the sum of all expenses for context.
- **Budget Consumption Analysis:** Highlight which departments or categories have exceeded or are close to exceeding their budget, empowering precise corrective actions.



## Finova App Pitch Script

**Aqsa-** "You know, running is a business's favorite exercise. Why? Because they always seem to run out of money!"

Hi everyone, I'm Aqsa, and with my amazing teammates Ramze and Moustafa, we are Team Finova. We're thrilled to introduce you to our solution — Finova — which stands for Finance + Innovation. Our app is built with the goal of helping businesses manage their expenses better and avoid the nightmare of overspending or running out of money.

#### [Problem Statement & Why We Chose It]

Many businesses, especially small and mid-sized ones, struggle with financial planning. They either overspend or lose track of ongoing expenses, which ultimately affects their growth. We wanted to fix that — so we built Finova: an AI-powered financial management assistant that ensures no dollar goes untracked.

#### **Ramez**

[What is Finova?]

Finova allows businesses to:

Create smart, AI-driven financial plans for projects or activities.

Record real-time expenses.

Analyze financial health through interactive, real-time dashboards.

#### **Moustafa**

[Feature Walkthrough – Main Features]

Let's walk through our app.

##### 1. Home Screen

The home screen welcomes the user (typically the finance manager) with a personalized interface. It includes:

Quick-access buttons to create a plan, add expenses, or view reports.

A visual summary of current financial status: budget spent, monthly expenses, and upcoming costs.

##### 2. Create a New Financial Plan

Clicking on this option takes you to a detailed form where you:

Input the estimated budget

Add department, project start and end dates

Choose a category (e.g., marketing, software, operations)

Set priority level and write a short description

Once submitted, our integrated AI analyzes the input and suggests a tailored budget distribution plan to maximize efficiency.

##### 3. Add New Expense

Businesses can add recent purchases or operational costs here by:

Entering the amount, date, department, and description

All data is stored securely in our SharePoint database

##### 4. View Reports

One of the most powerful features: Real-time analytics via Power BI

Extracts budget and expense data from SharePoint

Shows visual charts on spending trends, budget health, and financial forecasts

Helps the finance manager make data-driven decisions

[Extra Highlights on Home Page]

Monthly expenses overview

Budget vs. Expense comparison

Warnings when budgets are exceeded

Highlights of upcoming project costs

[Tech Stack Used]

Microsoft Power Apps: Built the frontend UI

Canva: For a beautiful, intuitive app interface

Power Automate: Used for automating form submissions and data flow

Power BI: For dashboards and data visualization

SharePoint: As our primary database

Azure OpenAI API: To power our AI-driven budget planning engine

## **Aqsa**

[Conclusion + Team Effort]

We've worked tirelessly — balancing this hackathon alongside university exams — to bring Finova to life. Special thanks to my teammates Ramze and Moustafa for their consistent dedication and brilliant work.

We believe Finova is more than an app — it's a smart financial companion for every growing business.

Thank you for watching, and we can't wait to see how Finova transforms the way businesses plan and spend!

**GitHub repo:** <https://github.com/Moustafa203/Finova>