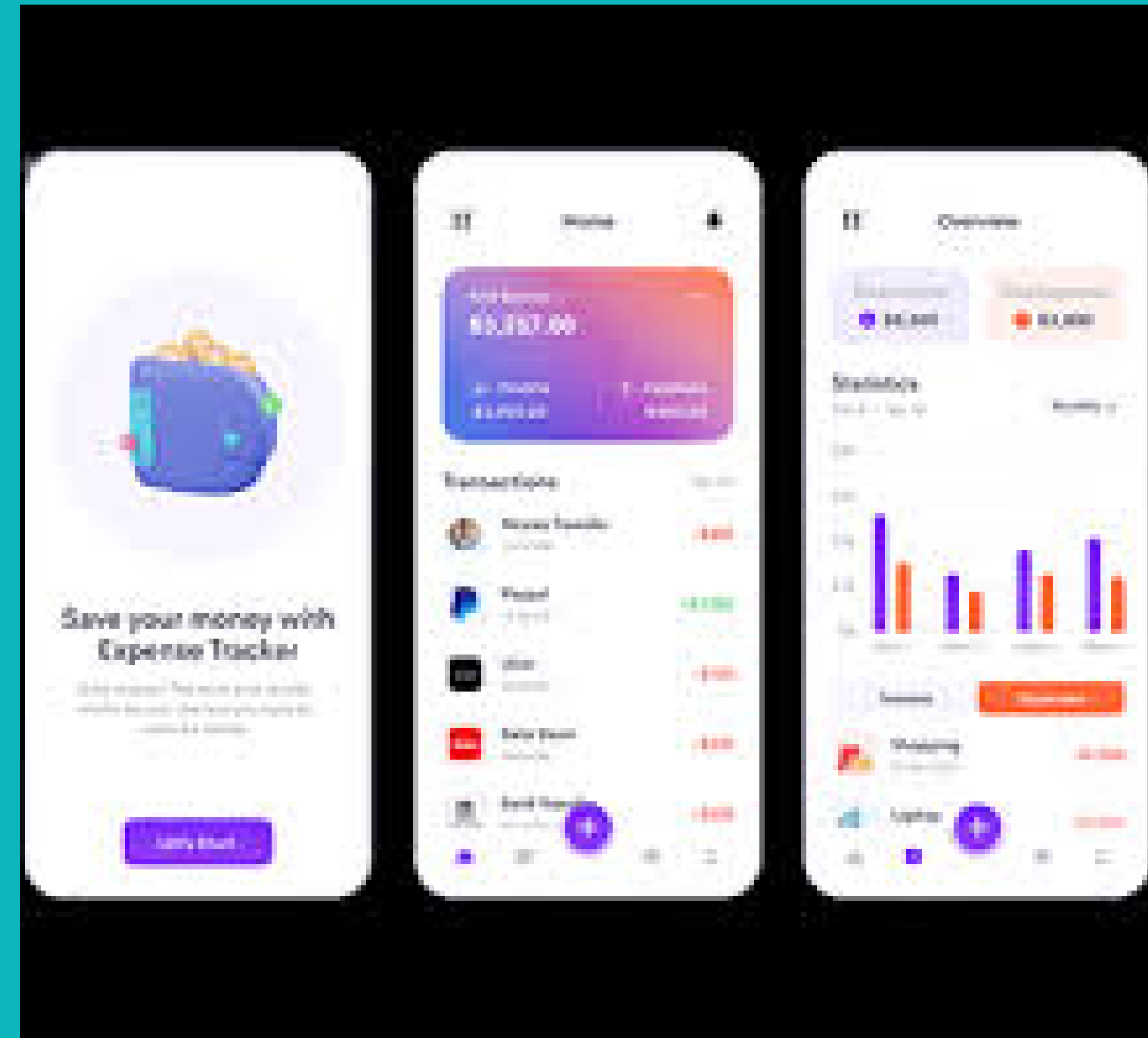


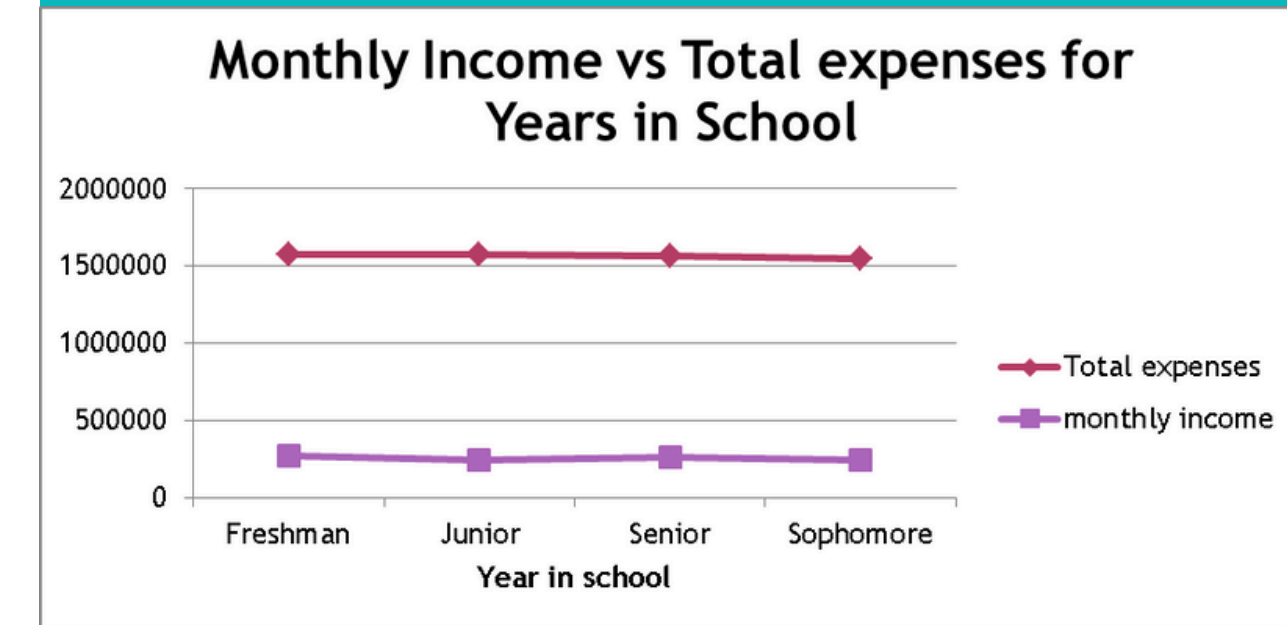
Expense Tracker App





Problem Statement

A lot of people are living beyond their means because they are not tracking their expenses and budget accordingly.

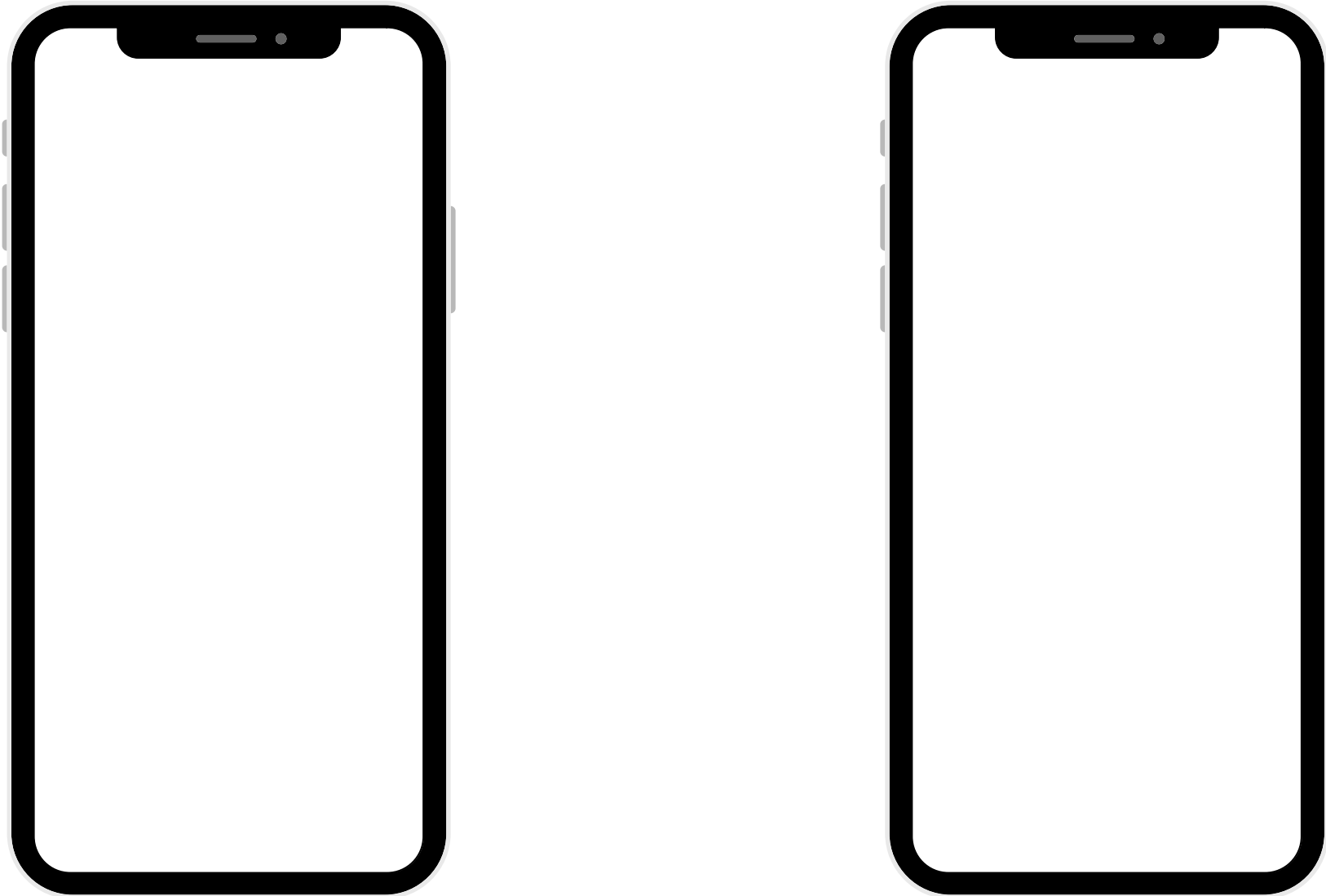


Solution

Develop an expense tracker app that will make your budgeting to be as easy as ABC...



Product



One is able to register and login for the expense tracker app.

Add expenses and income.

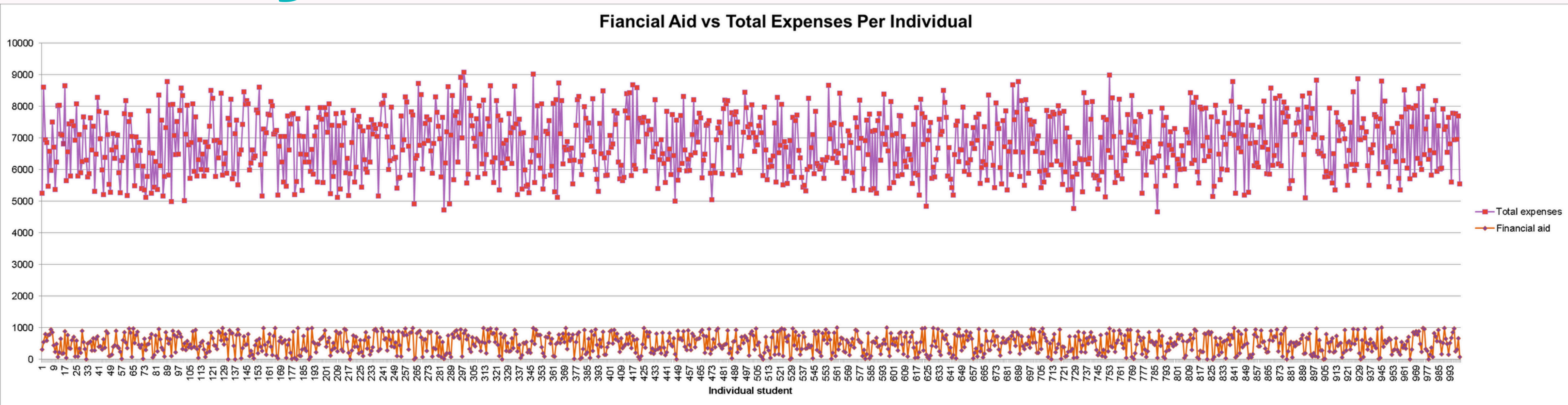
View expenses.

Edit expenses.

Delete expenses

<https://github.com/Powerlearnproject/week-5-assignment-thembekaG>

Target Market



**All 1000 students sampled are
spending way beyond their means**

Competitors

Whole lot of expense tracker apps out there

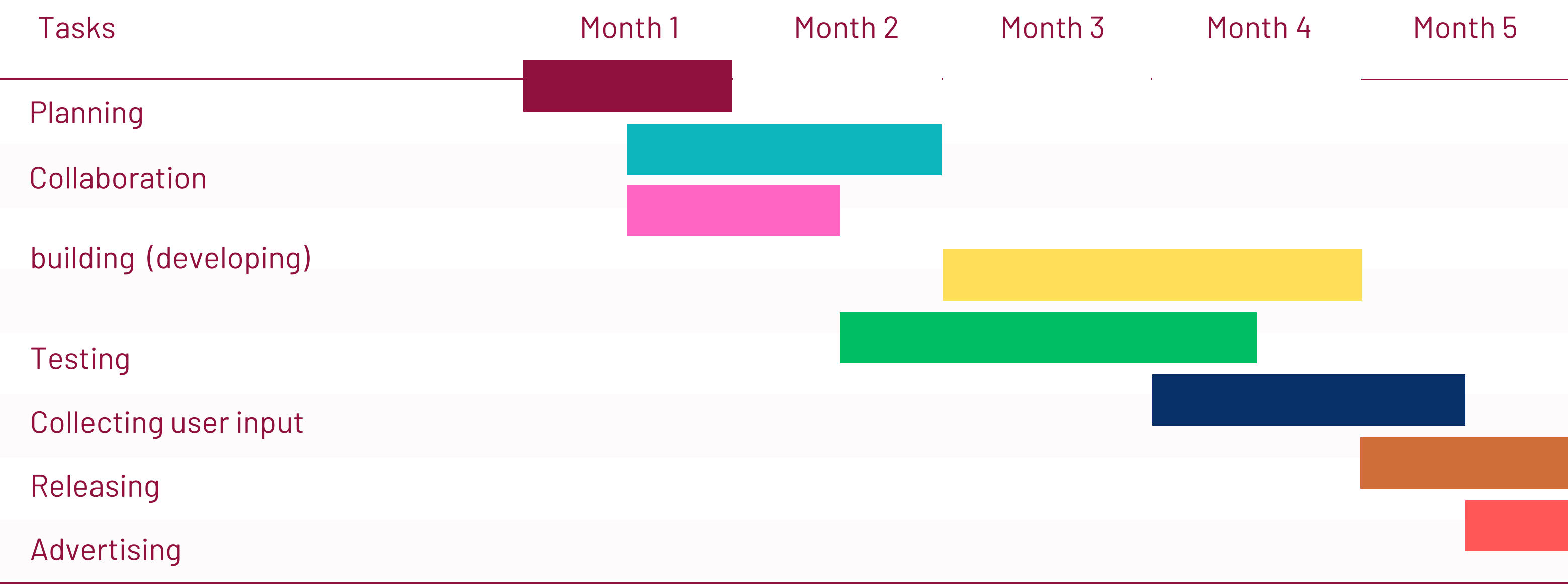


A decorative vertical grid pattern on the left side of the slide, consisting of a 10x3 grid of squares. The squares are colored in a dark red or maroon color, with white lines separating them.

Competitive Advantage

This expense tracker is unique in that you can upload your receipt if you wish to do so for recording keeping purposes.

Project Traction



Business Model

We are charging each user a monthly subscription that we go up by 5% each year.





Go To Market

Get influencers on tiktok to advertise.

Get a tv and radio advertising slot.

Youtube advertising.

A decorative vertical grid pattern on the left side of the slide, consisting of a 10x3 grid of squares. The squares are colored in a dark red or maroon color, with white lines separating them.

Social Impact

Market access

Technology and innovation

Mental health improvement

Our Ask

- \$10 million
-
- Money will go towards advertising
- Travelling
- Dev tools
-

Team Members



**Thembeka
Gumede**

Founder

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