

## Samuel (20)



### Description

Student ahead of an **exchange semester**

### Key Wants

Wants to choose an **optimal country** for studying abroad

### Key Problem

Finds it difficult to **estimate budget abroad**

### Target Size

**8 million**

## Alexandra (36)



Businesswoman **regularly travelling** abroad

Wants to **minimize business expenses** for trips abroad

Cannot properly plan **business trip costs** ahead efficiently

**3 million**

## Value proposition



**Low** transaction **fees** and **time**



**Easy-to-use interface** design



**Variety of currency options** for sending money

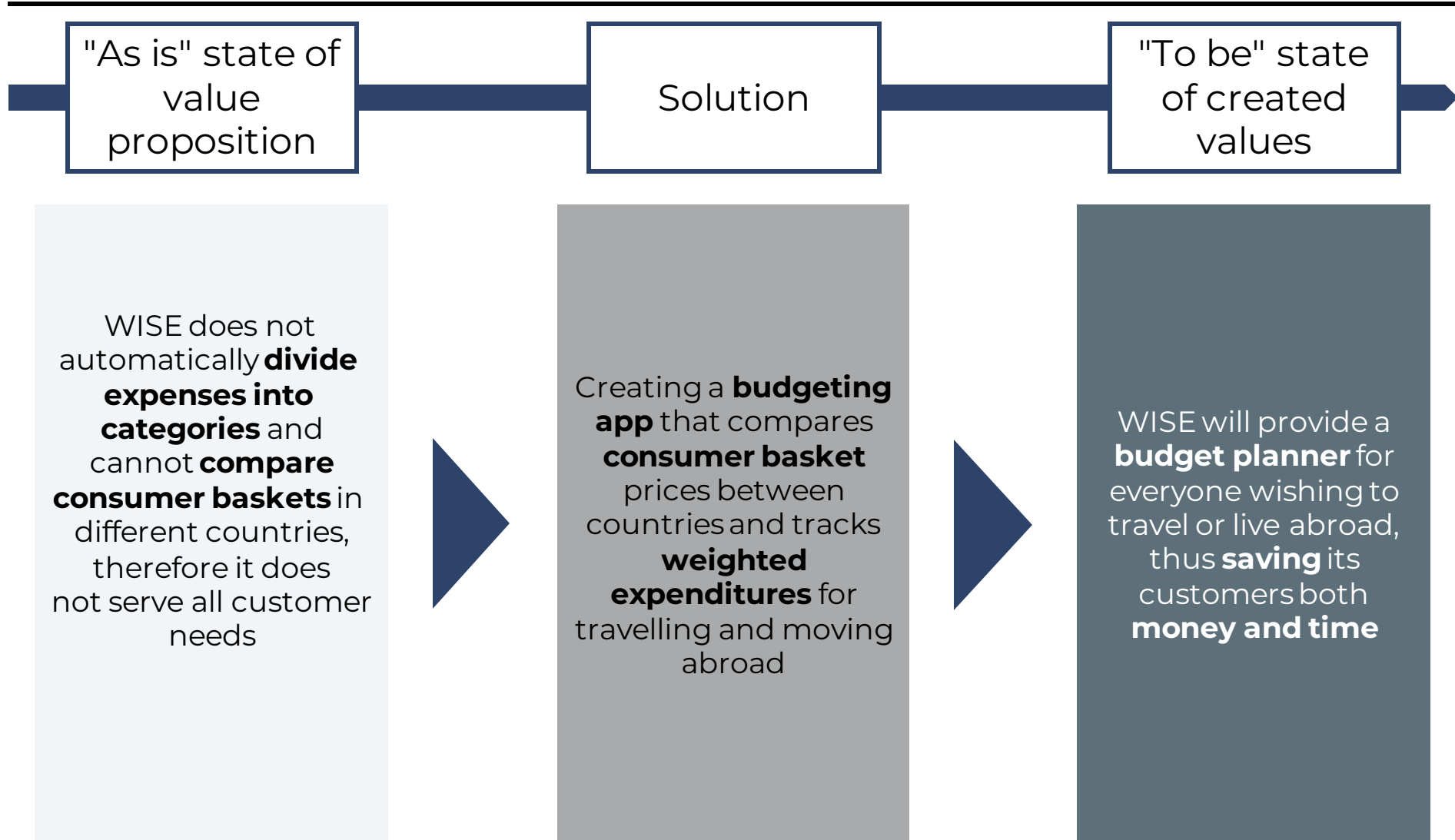


WISE does not automatically **divide expenses into categories**



Cannot **compare consumer baskets** in different countries

WISE's established value proposition **does not sufficiently serve** customer **needs**



Brand  
blue

Wise  
navy

Backg  
round  
grey

Wise  
purple

Blue  
hover

Wise  
navy  
mid

Disabl  
ed  
grey

Wise  
ambe  
r

Blue  
down

Wise  
navy  
dark

Slate  
grey

Wise  
green

