



# KINDER BANK

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# THE PROBLEM

Since childhood we are taught, work hard get a good job and earn good money but no one teaches us how to manage this money.

India is home to 17.5% of the world's population but nearly 76% of its adult population does not understand even the basic financial concepts

Only 53% of Indians had bank accounts against 79% in China till 2014

We say time is money, skill is money, knowledge is money but how do you handle money? Well, hardly few know.



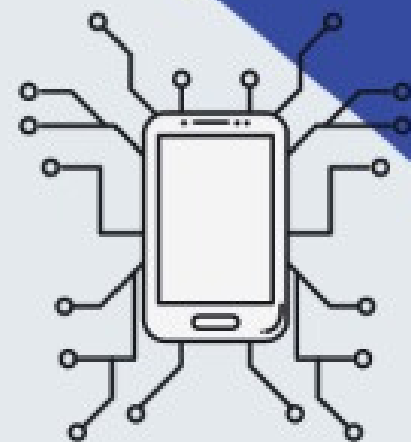
# SOLUTION

Teenagers need to start practical learning about managing money right from the early teenage days.

Parents have to inculcate the habit of saving and putting money to work.

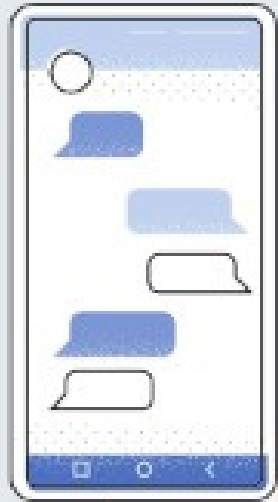
The magic of compounding works better the earlier you start.

There needs to come in place a technological solution to build up an ecosystem for financial literacy





# Here's where we step in!



**KinderBank** is a mobile application that helps teens to use, save earn and learn about money in a gamified way.



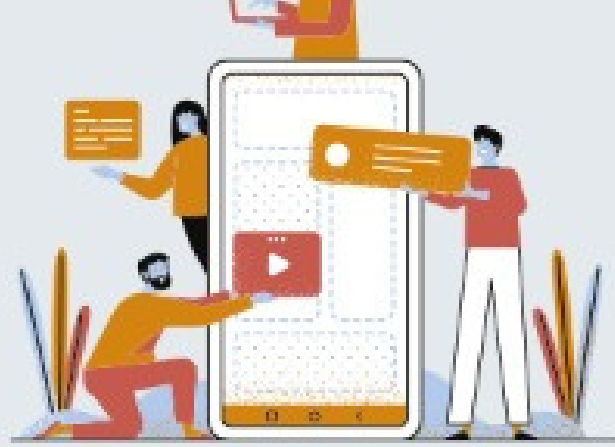
A teen can earn incentives on completing a task, save money for a particular goal, win rewards for consistency and much more.

Parents have total control without having any actual control over the child's financial activities and learnings.



To add more, rewards and prizes for teenager who are consistent and disciplined in terms of money which inculcates good money habits

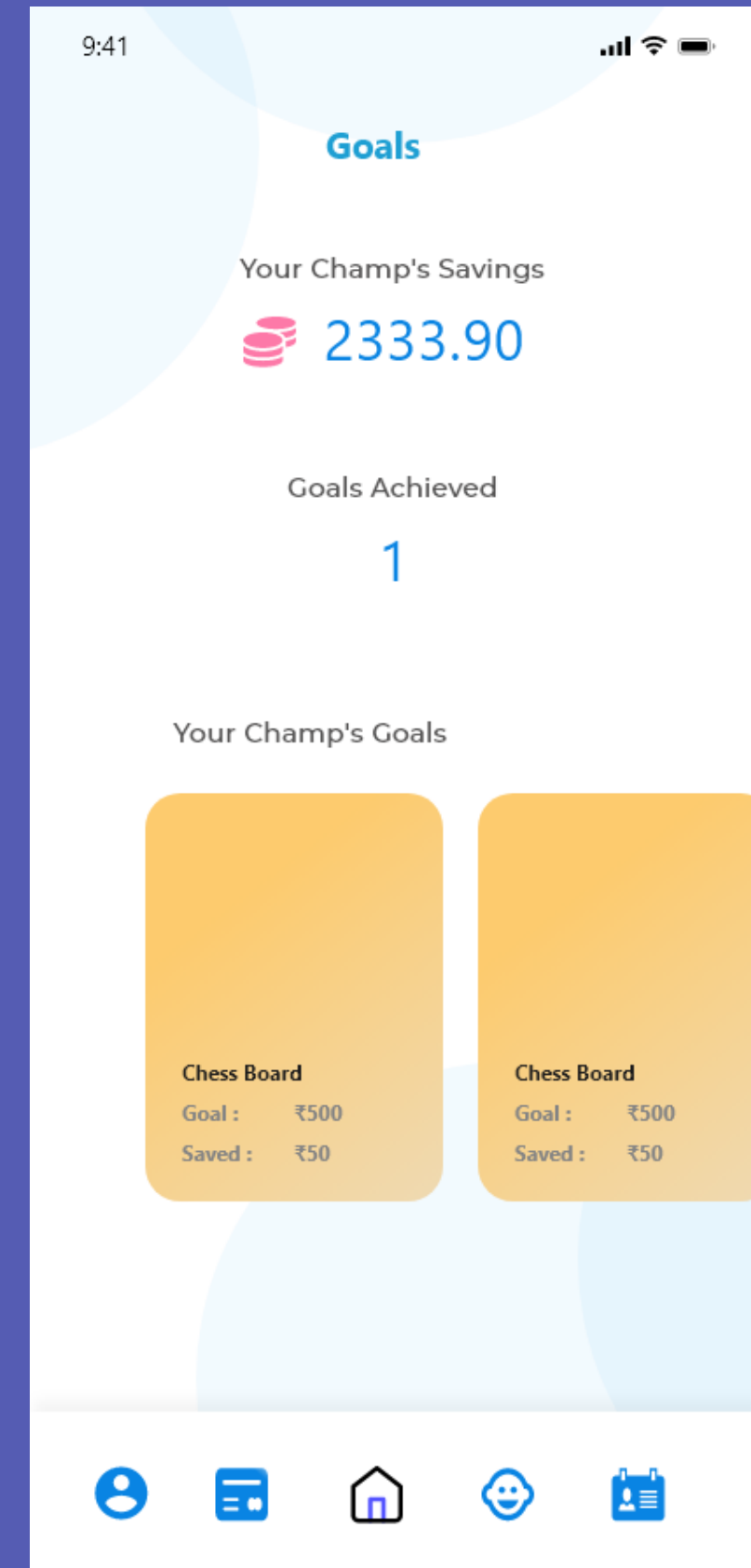
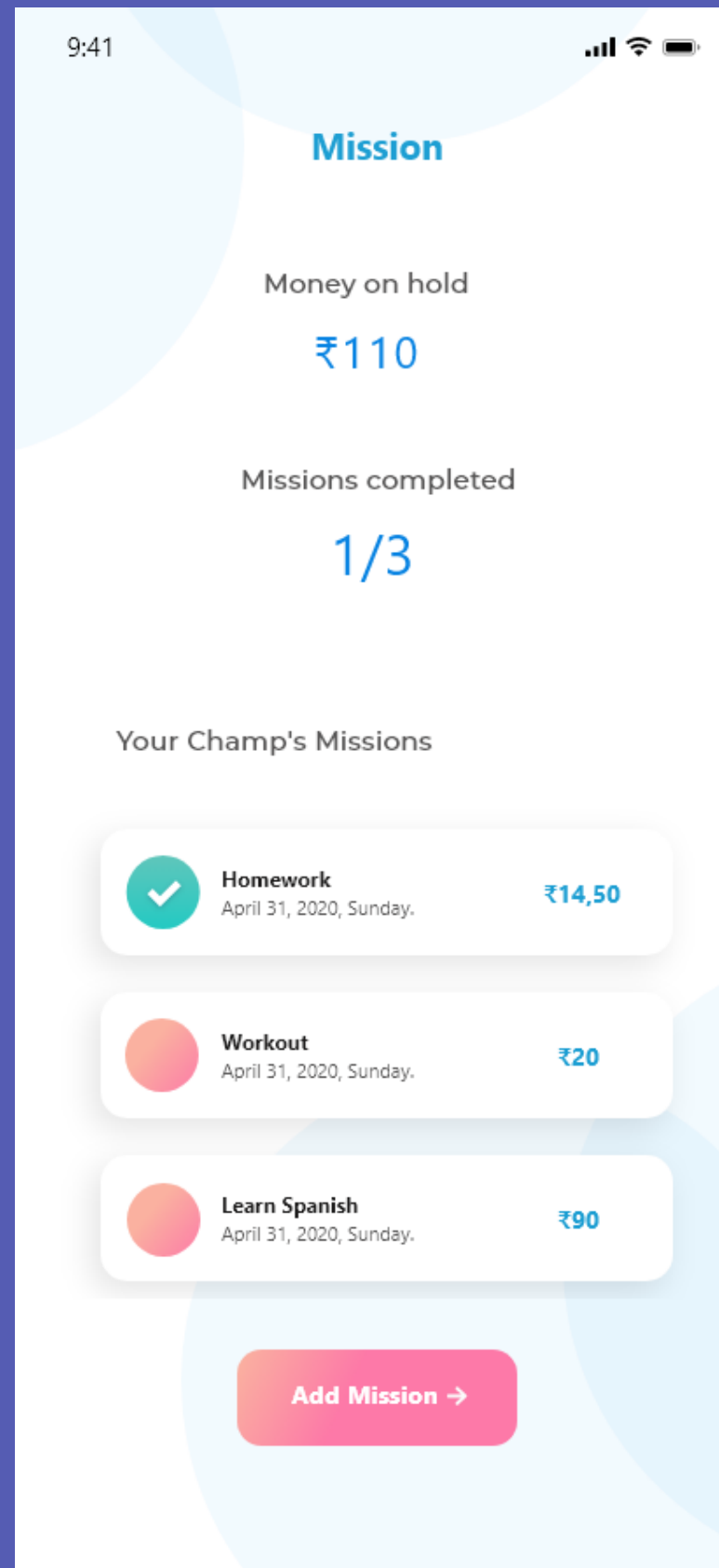




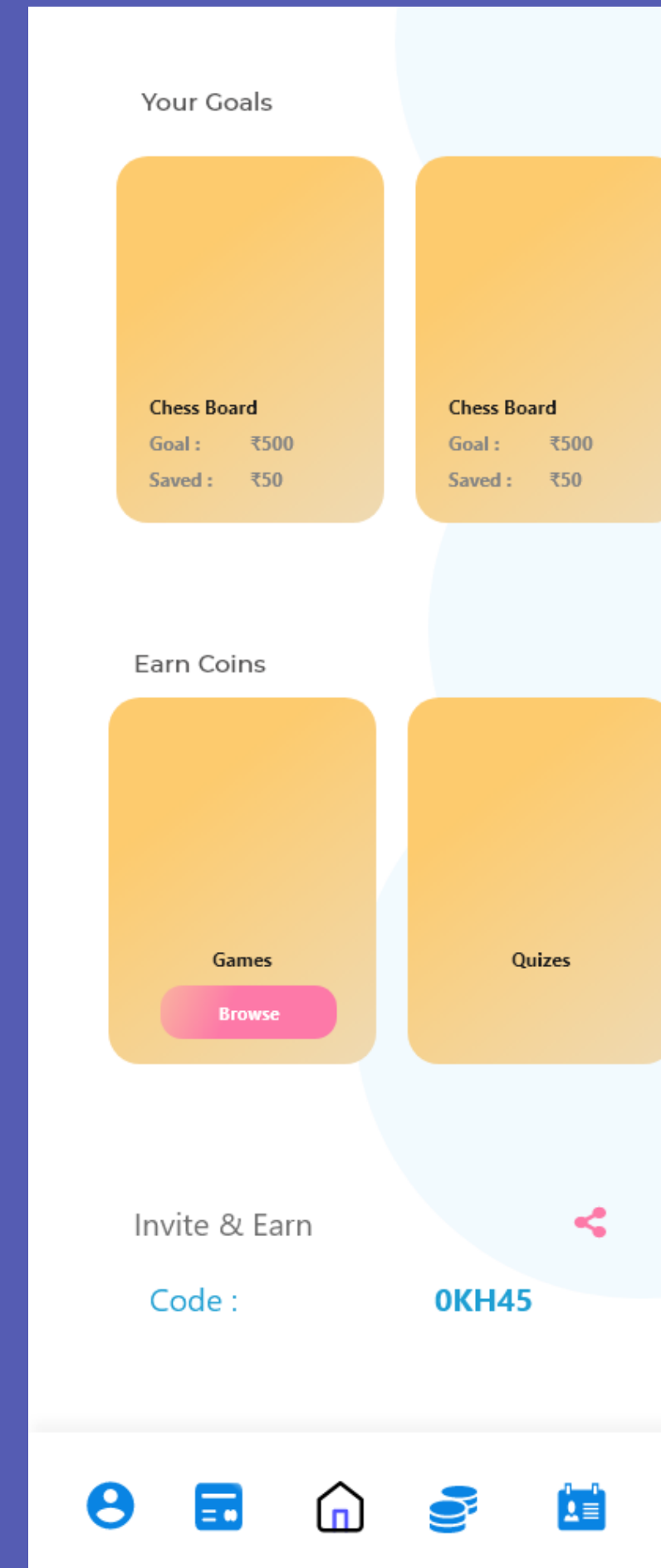
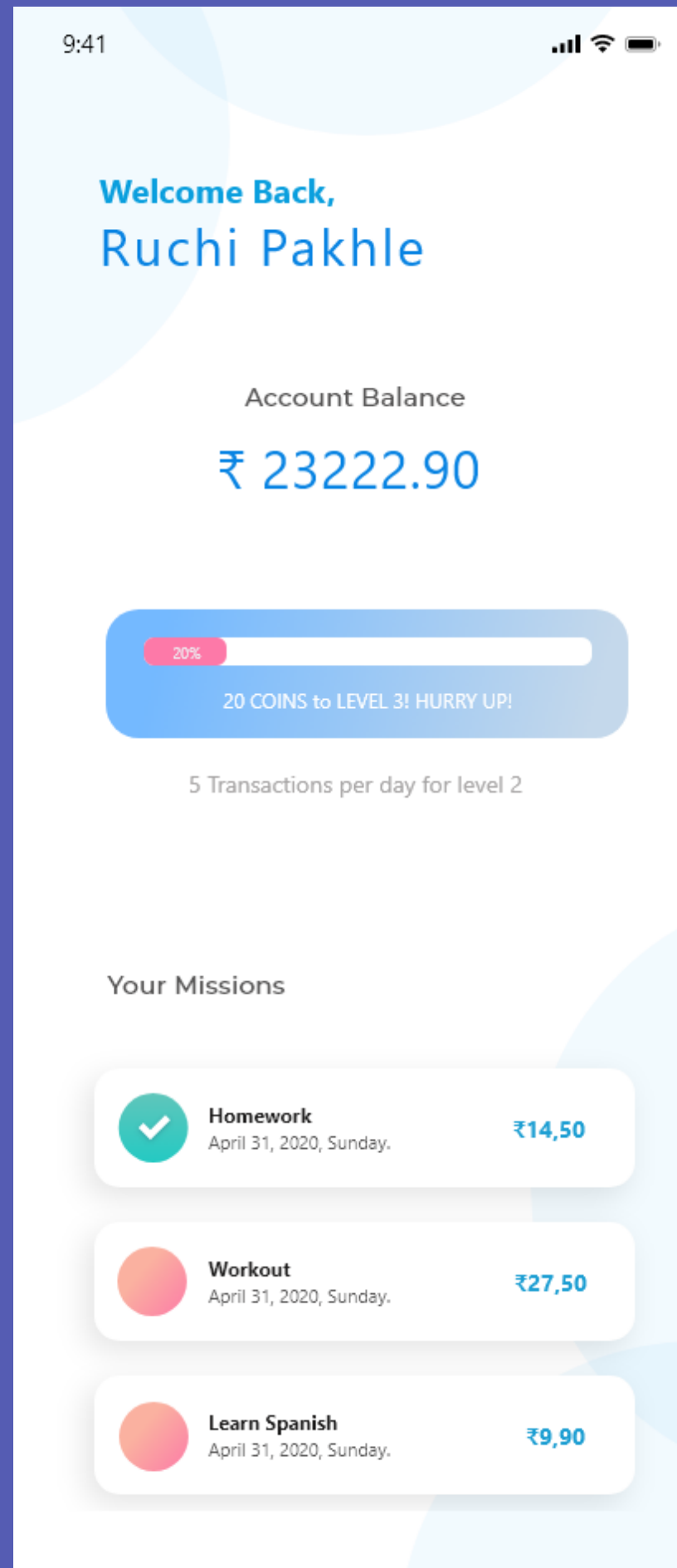
# APP'S WORKFLOW



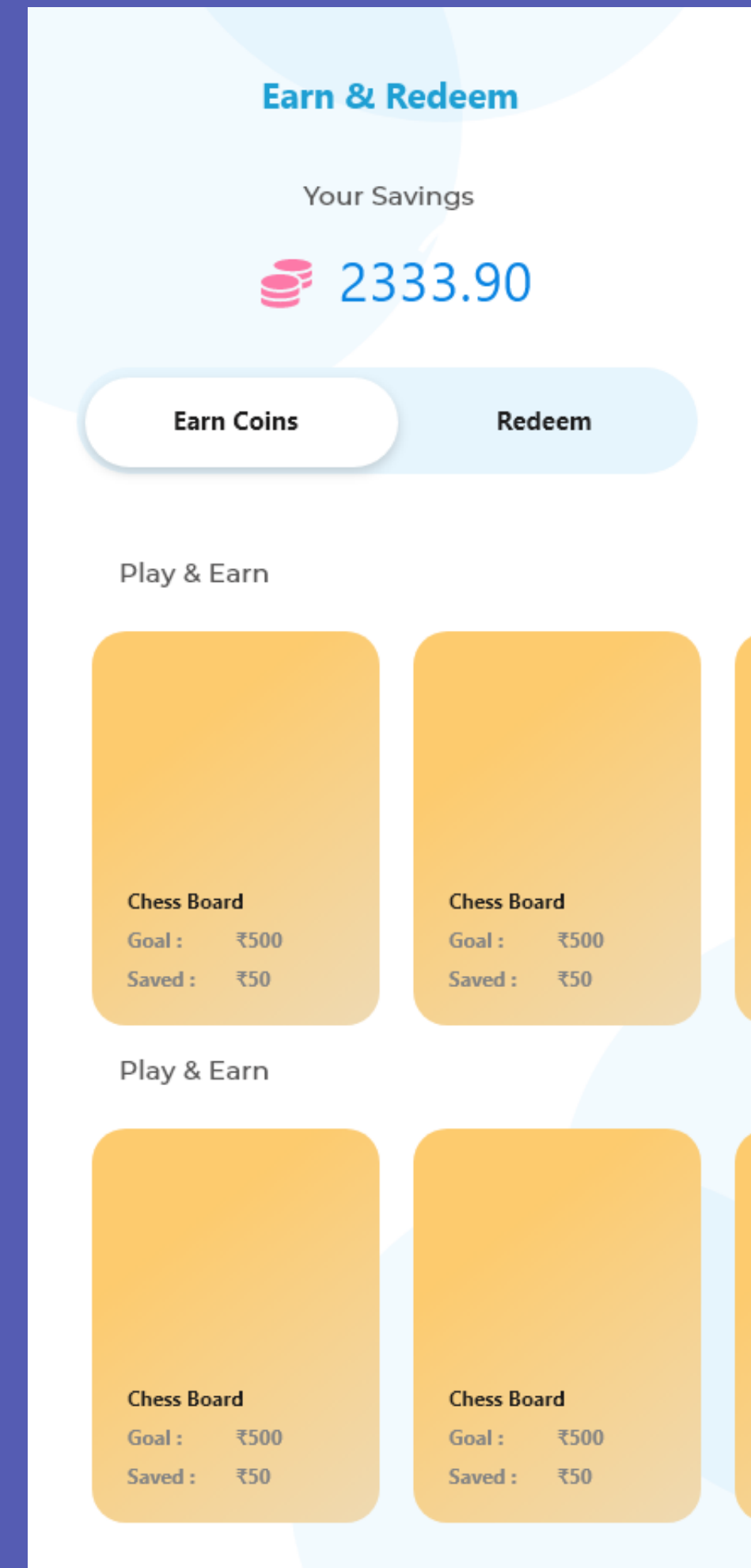
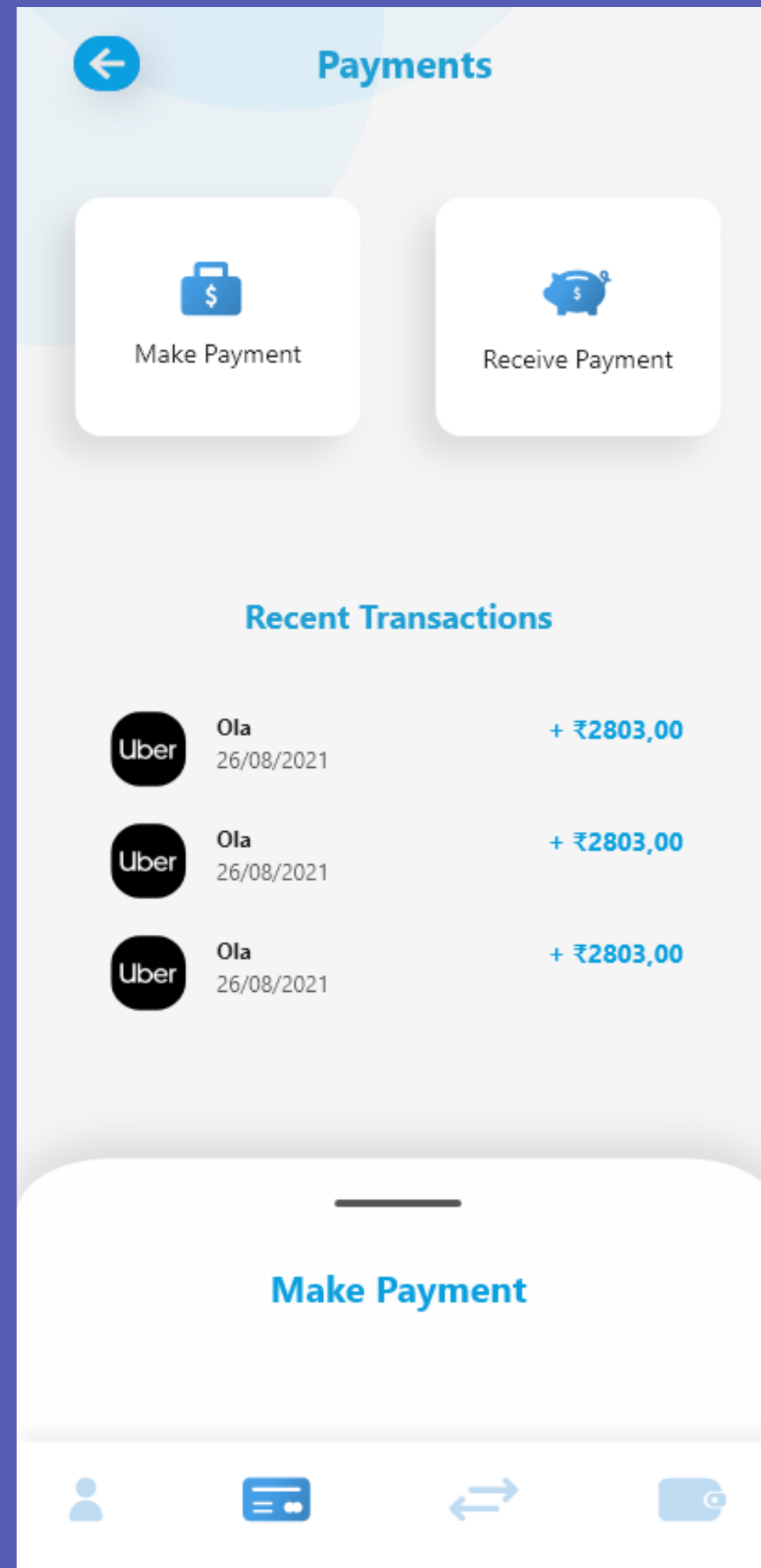
# Parents View



# Child's View



# Child's View





# THANK YOU

A GOOD FINANCIAL PLAN IS A  
ROAD MAP THAT SHOWS US  
EXACTLY HOW THE CHOICES WE  
MAKE TODAY WILL AFFECT OUR  
FUTURE.