

Break free, Retire Early

Dollar Up unleashes untapped savings potential, empowering millennials to break free from the 9 to 5 grind and achieve early financial independence



Target Audience

Dollar Up! is tailor-made for Gen Y professionals at the start of their career journey and offers the key to unlocking early retirement through savvy financial choices made today!

Individual with a traditional lifestyle who aims to save substantially more than the average worker but doesn't want to reduce their current standard of living.

Fat FIRE

Stringent adherence to minimalist living and extreme savings, necessitating a far more restricted lifestyle.

Lean FIRE

Individual quits their traditional 9-to-5 jobs but use a combination of part-time work and savings to live a less-than-minimalist lifestyle.

Barista FIRE

DOLLAR UP!

Let's FIRE up!



Log into your account

NAME

Mirada

EMAIL

mirada@gmail.com

PASSWORD

LOG IN

Forget your password?

OR

Google

Facebook

Need an account? Register

9:41

Hello, Mirada !

How do you identify yourself as?

FatFIRE

LeanFIRE

BaristaFIRE

FatFIRE:
For high earners to save substantially without lifestyle compromise.

LeanFIRE:
Catering to minimalist living and extreme savings for a restricted lifestyle, often targeting annual budgets of \$25,000 or less.

BaristaFIRE:
For transitioning from traditional jobs to a balanced lifestyle, using part-time work and savings to maintain stability without touching retirement funds.

9:41

Hello, Mirada !

Total Balance
\$ 4,257

**** * 3412

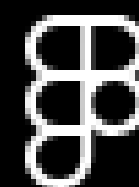
Income
\$ 20,296

Expenses
\$ 12,297

Yay ! You have reached 30% of your goal !

30%

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Improve performance by enabling hardware ac...

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Personalized features

+1

Cancel unused subscriptions

By leveraging LLM models, recurring expenses will be highlighted and the user will be notified about them at regular intervals so that timely action can be taken.

+2

Lower Utility bills

Analyzing spending patterns of users in our database enables us to recommend cheaper service providers by deriving insights from the utility bills of other users residing in the same region.

+3

Invest Wisely

Millenials benefit from the exponential power of compounding by virtue of starting investing early. Considering the user's market knowledge and long term goals, our application can suggest appropriate investment recommendations.

+4

Retirement Ready

Tax saving options is a black hole for early career starters. We help users navigate through the documentation and consolidation of various tax saving options at one place - 401K / IRA / Roth IRA



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User Persona

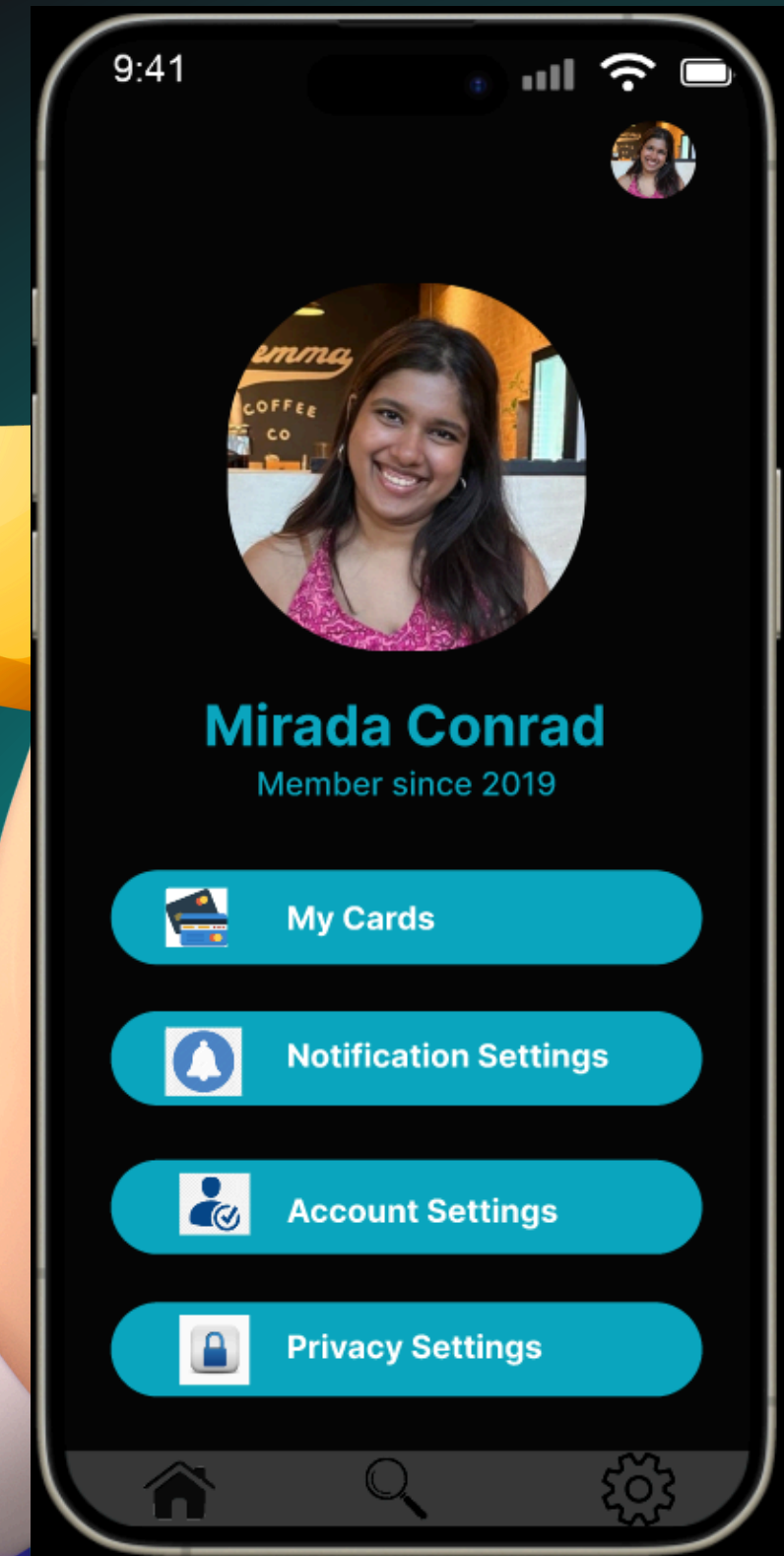


Name: Mirada Conrad
Occupation: Masters Student (International)
Interning as Associate Product Manager

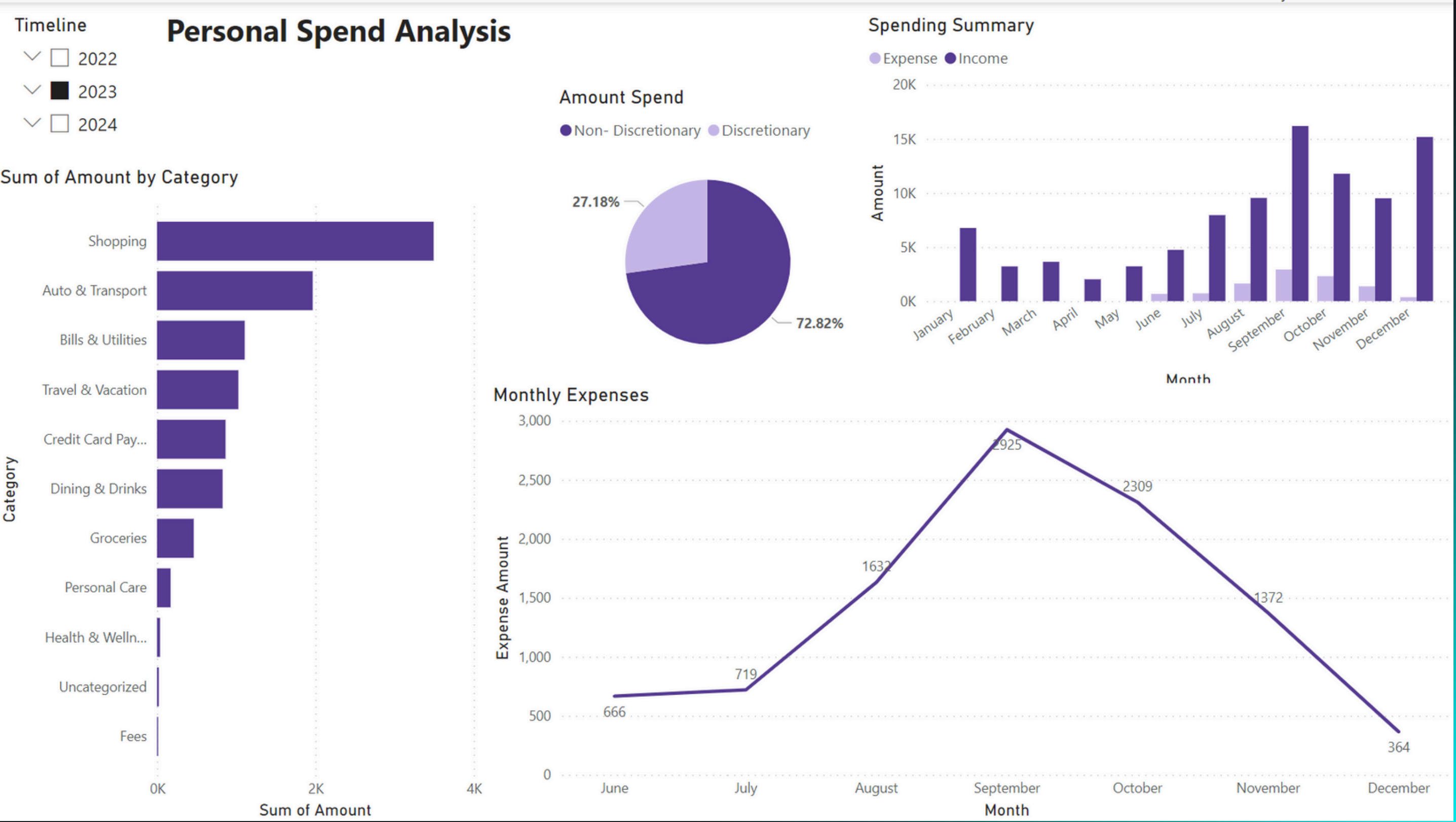
- Millennial
- Has education debt
- Keen on saving



Mirada is a student at UTD who has been interning and has a student loan. She falls into our target customer segment as she is a millennial



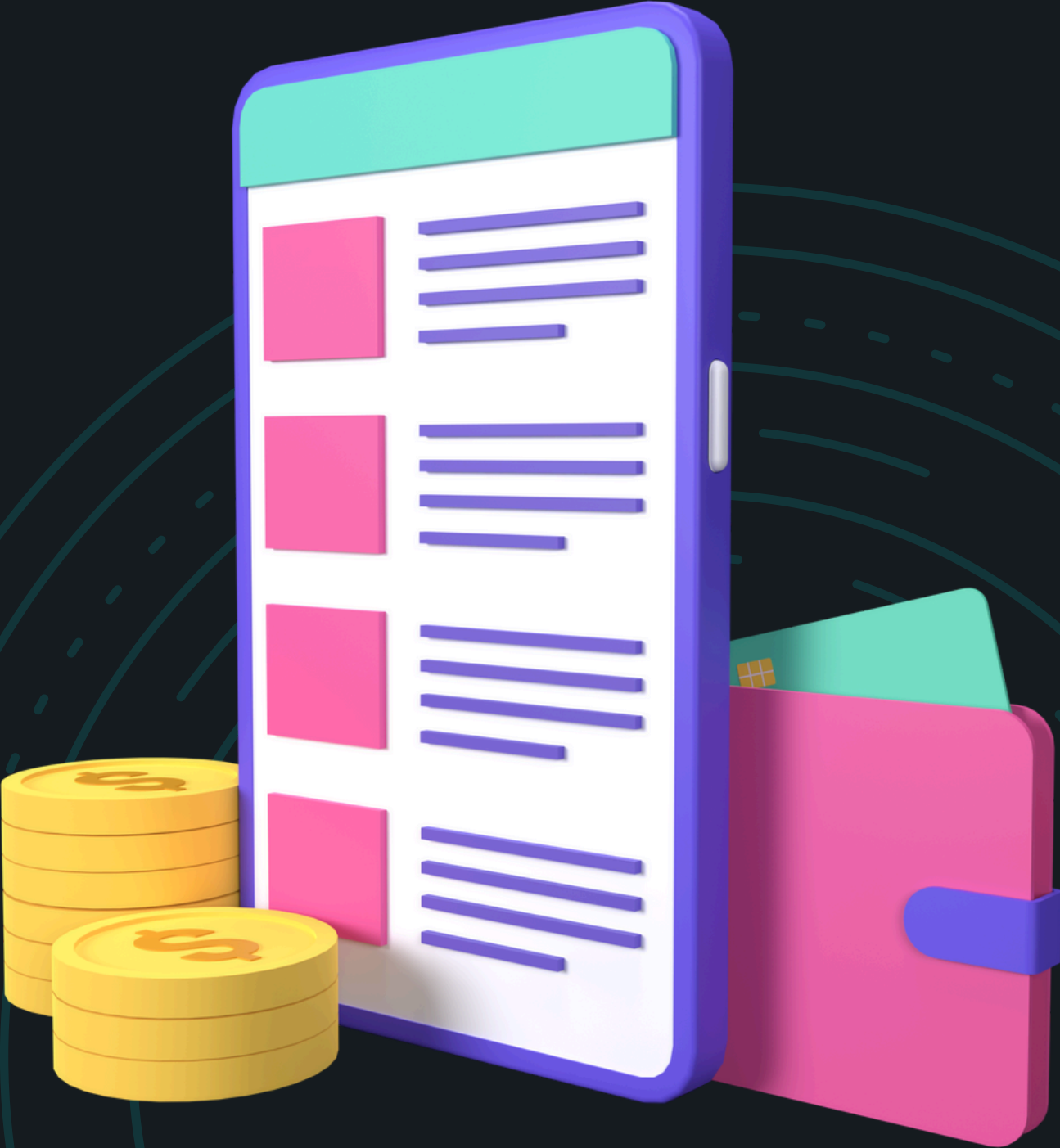
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12 years to retirement!

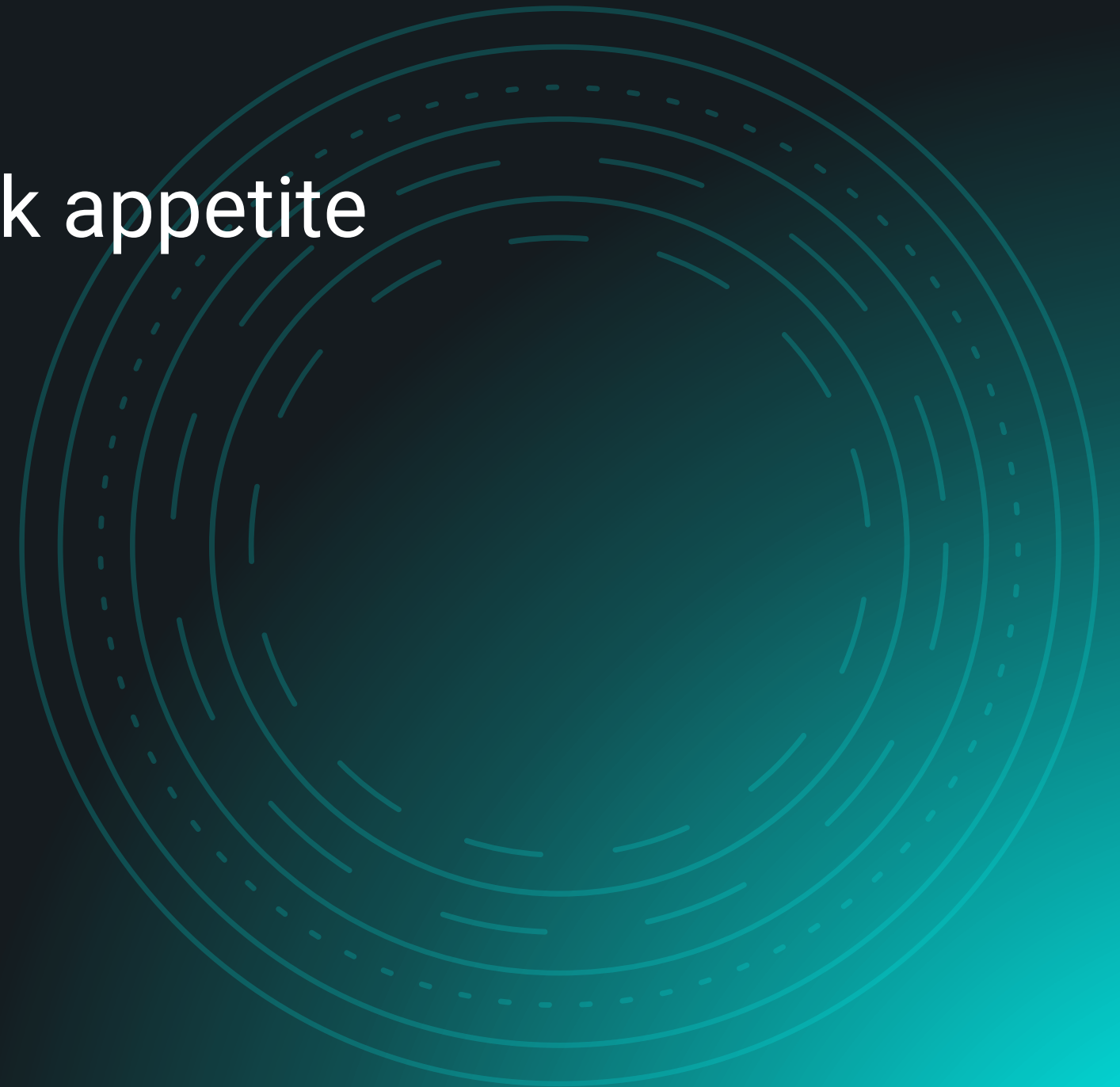
Savings model								
Assumptions								
Monthly Income	\$	4,500.00	Break free is assumed to be a point when net savings add up to \$1 million and it is assumed to be a point of time when a user can retire					
Savings rate		70%						
Yearly income growth rate		5%						
Investments								
	Allocation	YoY Return						
Equity	70%	10%						
Debt	30%	5%						
401 k	15%							
Debt Repayment								
Principal	\$	30,000.00						
Interest rate		12.5%						
Fixed margin		10.0%						
Variable margin		2.5%						
PMT	\$	5,418.65						
Model								
					Investments			
Year	Annual Income	401K	Savings	Debt Repayment	Equity	Debt	Net Savings	Break free?
1	\$ 54,000.00	\$ 8,100.00	\$ 32,130.00	\$ -5,418.65	\$ 18,697.94	\$ 8,013.40	\$ 34,811.35	
2	\$ 56,700.00	\$ 8,505.00	\$ 33,736.50	\$ -5,418.65	\$ 19,822.49	\$ 8,495.35	\$ 65,804.66	
3	\$ 59,535.00	\$ 8,930.25	\$ 35,423.33	\$ -5,418.65	\$ 21,003.27	\$ 9,001.40	\$ 69,659.79	
4	\$ 62,511.75	\$ 9,376.76	\$ 37,194.49	\$ -5,418.65	\$ 22,243.09	\$ 9,532.75	\$ 73,707.67	
5	\$ 65,637.34	\$ 9,845.60	\$ 39,054.22	\$ -5,418.65	\$ 23,544.89	\$ 10,090.67	\$ 77,957.95	
6	\$ 68,919.20	\$ 10,337.88	\$ 41,006.93	\$ -5,418.65	\$ 24,911.79	\$ 10,676.48	\$ 82,420.74	
7	\$ 72,365.16	\$ 10,854.77	\$ 43,057.27	\$ -5,418.65	\$ 26,347.03	\$ 11,291.59	\$ 87,106.67	
8	\$ 75,983.42	\$ 11,397.51	\$ 45,210.14	\$ -5,418.65	\$ 27,854.04	\$ 11,937.44	\$ 92,026.90	
9	\$ 79,782.59	\$ 11,967.39	\$ 47,470.64	\$ -5,418.65	\$ 29,436.39	\$ 12,615.60	\$ 97,193.14	
10	\$ 83,771.72	\$ 12,565.76	\$ 49,844.18	\$ -5,418.65	\$ 31,097.87	\$ 13,327.66	\$ 102,617.69	
11	\$ 87,960.31	\$ 13,194.05	\$ 52,336.38	\$ -	\$ 36,635.47	\$ 15,700.92	\$ 113,732.12	
12	\$ 92,358.33	\$ 13,853.75	\$ 54,953.20	\$ -	\$ 38,467.24	\$ 16,485.96	\$ 125,591.93	RETIRE



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Recommendations

- Stock recommendations based on risk appetite
- Refinancing of student loan
- Credit card reward optimization



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Thank You

Team 27

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- Maneka Prabhu

