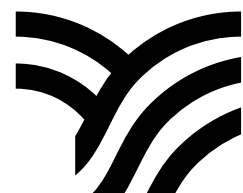


presented by CTRL

B&E Financial APP



B&E Financial App is a smart, mobile-first personal finance assistant designed to help users track spending effortlessly and stay on top of their financial health — with the added power of AI integration.

About Us



Anything Special?

Expense tracking make easy

The app supports structured input and clear financial summaries, helping users understand their spending patterns over time.

Marketing Strategy

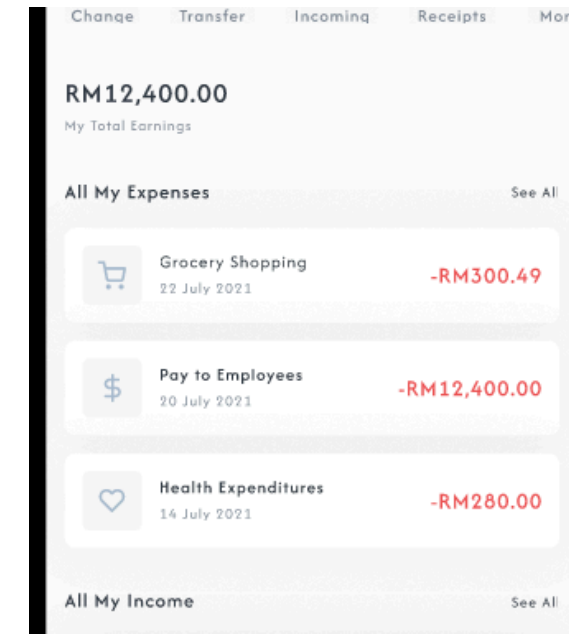
Built-in AI chatbot acts as a personal finance companion that allows you to upload receipts, while the system will capture and record down the spendings

Smart financial insights

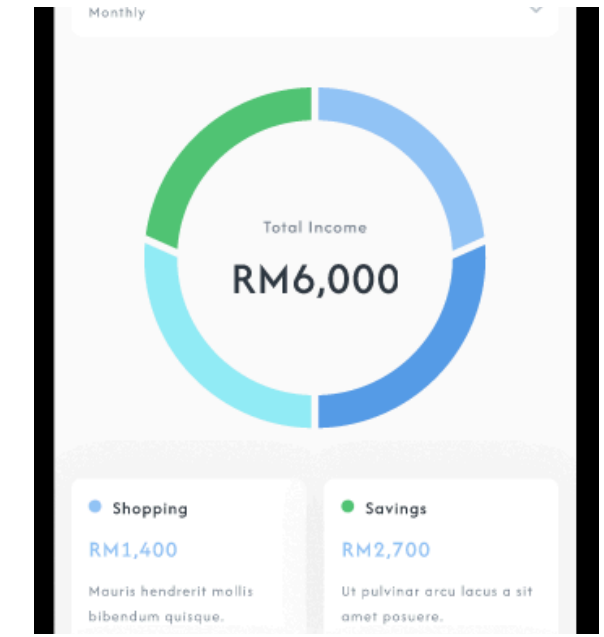
AI analyzes spending behavior to offer personalized suggestions.

Daily/weekly/monthly summaries help users stay in control.

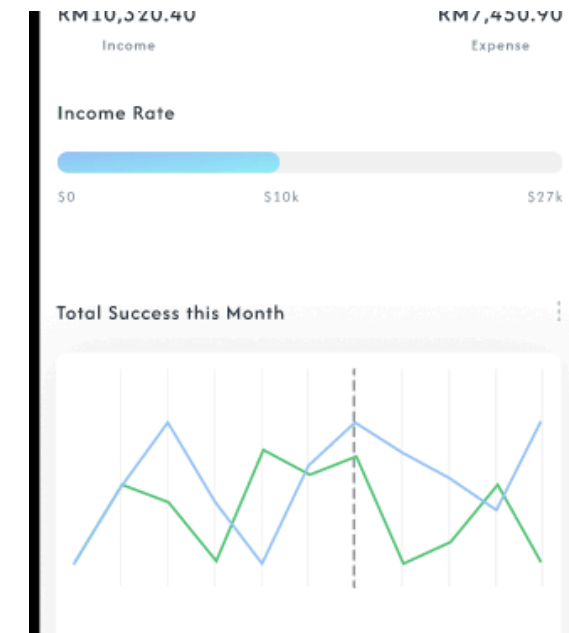
Meet Our B&E



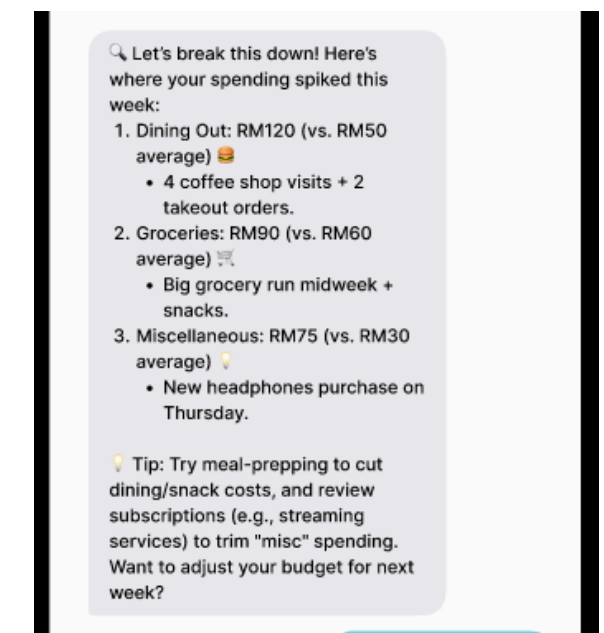
HOMEPAGE



OVERVIEW



ANALYSIS



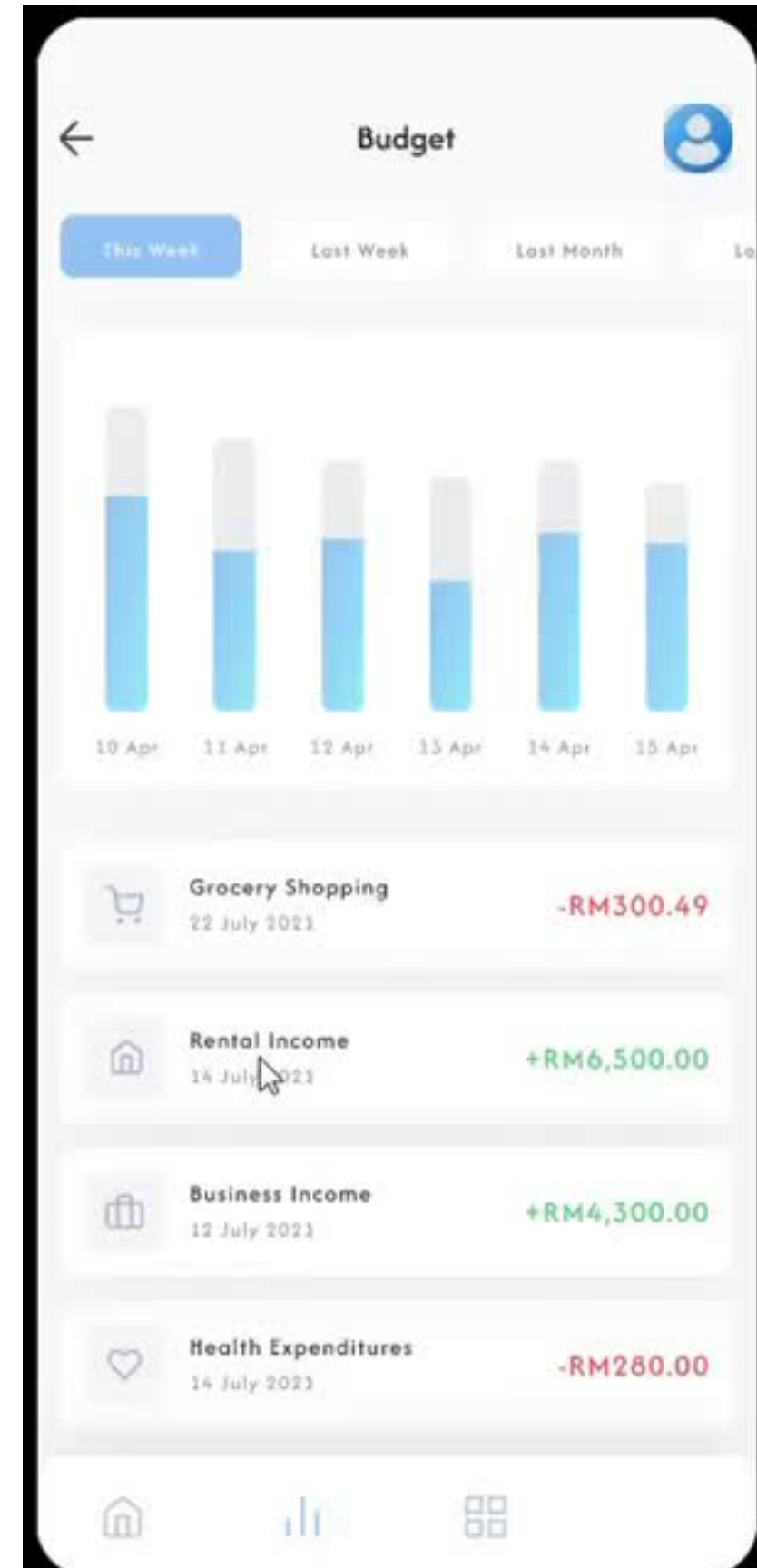
B&E ASSISTANT



**ARE YOU
READY**

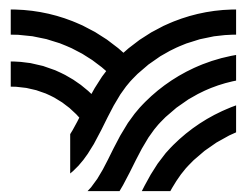


Project



—

Thank
You!



Our Customers

I



Liceria & Co.



Larana, Inc.



Aldenaire & Partners

Project

Liceria & Co.



- Target Audience
- Marketing Strategy
- Content Marketing

Larana, Inc.



- Target Audience
- Marketing Strategy
- Content Marketing

Aldenaire & Partners



- Target Audience
- Marketing Strategy
- Content Marketing

Liceria & Co.



Description

What is it? An offline campaign? An interactive asset? A video? A podcast? All of the above? How do they support your company's main objectives? How will these goals be measured?

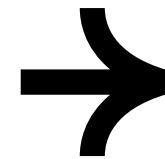
Why should we do it?

Is this for brand? Traffic? Lead generation? What are the objectives, goals, and KPIs?

Action Plan

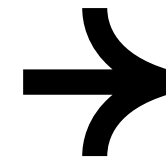
Phase 1

You can promote your brand using tools such as social media, content marketing, PR, and influencer marketing.



Phase 2

Communicate directly with your target audience, create content that caters to their interests.



Phase 3

Create landing pages, offer short-term discounts, and provide customer support to convert your audience into customers.

