Pitch Script

**1. Hook (0:00–0:30)**

*"How many of you have ever looked at your bank statement and thought: where did all my money go? You’re not alone. 65% of young adults say they don’t feel in control of their finances. Current budgeting apps? Too generic. They track your expenses but don’t actually help you change your habits."*

**2. Problem (0:30–1:15)**

* People struggle with personal finance because:
  + Tracking every expense manually is tedious.
  + Budgeting apps give you charts, but not **personalized advice**.
  + Subscriptions and hidden charges quietly eat away at savings.
* Result: stress, missed opportunities to save, and financial anxiety.

**3. Solution (1:15–2:30)**

*"That’s why we built* ***Smart Financial Coach*** *— your AI-powered money mentor."*

* **What it does:**
  + Upload your transactions (we demo with mock data).
  + Instantly categorizes spending.
  + Surfaces **insights you can act on** — like:
    - *“You spent $120 on coffee this month. Brewing at home could save you $1,000 a year.”*
    - *“We found 3 subscriptions you’re still paying for — do you really use them?”*
  + Lets you set financial goals — e.g., saving for a down payment — and forecasts whether you’re on track.

**4. Demo Flow (2:30–3:45)**

* Show dashboard with:
  + Spending breakdown by category.
  + Subscription detector flagging hidden charges.
  + Goal tracker (e.g., $3,000 in 10 months).
* Highlight insights card → “Cutting dining spend by 15% helps you reach your goal on time.”

**5. Why It Matters (3:45–4:30)**

* Unlike traditional apps, this feels like **personal coaching** — friendly, actionable, and specific.
* Uses AI + simple forecasting to actually help people **change behavior**, not just watch charts.
* It’s secure, private, and designed to build **trust with users’ finances**.

**6. Future Vision (4:30–5:00)**

* Real-time bank integrations (Plaid, Finicity).
* More advanced forecasting with income variability for gig workers.
* Gamification + nudges to build better habits.
* Eventually: become the go-to AI financial wellness platform for students, freelancers, and young professionals.

**Closing Line (5:00)**

*"With Smart Financial Coach, we’re turning financial stress into financial confidence — one insight at a time."*

Slide Deck

**Slide Deck Outline (5–7 min / ~8–10 slides)**

**Slide 1 – Title Slide**

* Project name: **Smart Financial Coach 💰**
* Team name + members
* Tagline: *“Turning financial stress into financial confidence — one insight at a time.”*

**Slide 2 – The Problem**

* Visual: stressed student looking at bills OR messy credit card statement.
* Key points:
  + Tracking expenses is tedious.
  + Budgeting apps are too generic.
  + Hidden subscriptions drain money.
* Stat (optional): *“65% of young adults feel they lack control over their finances.”*

**Slide 3 – The Opportunity**

* Personal finance market is growing, but **behavioral change tools are missing**.
* Target users:
  + Young adults & students
  + Freelancers/gig workers
  + Anyone struggling to save

**Slide 4 – Our Solution**

* Title: **Meet Smart Financial Coach 💰**
* 1 sentence description: *“An AI-powered money mentor that transforms your raw transaction data into personalized, actionable advice.”*
* Icons / bullets for features:
  + Spending insights
  + Subscription detector
  + Goal forecasting

**Slide 5 – Demo (Core Features)**

*(This is where you cut to your live demo or screen recording)*

* Mock transaction upload → dashboard with categories.
* Insight example: *“You spent $120 on coffee this month.”*
* Subscription detection list.
* Goal forecast progress bar.

**Slide 6 – How It Works (Tech Stack)**

* Frontend: React + Tailwind
* Backend: Python + FastAPI
* Data: Pandas (mock CSV transactions)
* AI/ML: Simple forecasting + anomaly detection
* Visualization: Chart.js / Recharts  
  *(Use a diagram showing data → AI → dashboard)*

**Slide 7 – Why It’s Different**

* Most apps = passive trackers.
* Our coach = **personalized & actionable**.
* Friendly tone → builds trust & habits.
* Runs even with simple CSV uploads (no risky integrations yet).

**Slide 8 – Impact**

* Helps students **save money smarter**.
* Gives freelancers with irregular income a clear plan.
* Builds financial literacy through **insightful nudges**.

**Slide 9 – Future Vision**

* Bank API integrations (Plaid, Finicity).
* Advanced forecasting for gig workers.
* Gamification (streaks, challenges).
* Expand into full **AI-powered financial wellness platform**.

**Slide 10 – Thank You / Q&A**

* Tagline again: *“Turning financial stress into financial confidence.”*
* Contact / team name.
* Optional: inspirational image (calm person with piggy bank).

⚡ **Pro tip for hackathons:**

* Keep slides **visual, minimal text**. Let the **demo** do the heavy lifting.
* Judges care most about: **problem clarity → user impact → working prototype → future potential**.