

PERSONAL FINANCIAL ADVISOR



BucksBunny : Your Personal Finance Assistant.

Problem Statement:

Personal Financial Advisor: How can a technology enabled personal interactive financial solution be able to harness and analyze consumer financial spends across various bank accounts and give suggestions and insights of saving and spend scenario?



Ever Lost Track While Calculating Your Expenses ?



BucksBunny

A Intelligent Application to manage and analyze your **MONEY.**

Observations

The Biggest Dilemma of This Generation is how to Spend and Where to Spend.

01 Spending Without
Knowing Your Limits

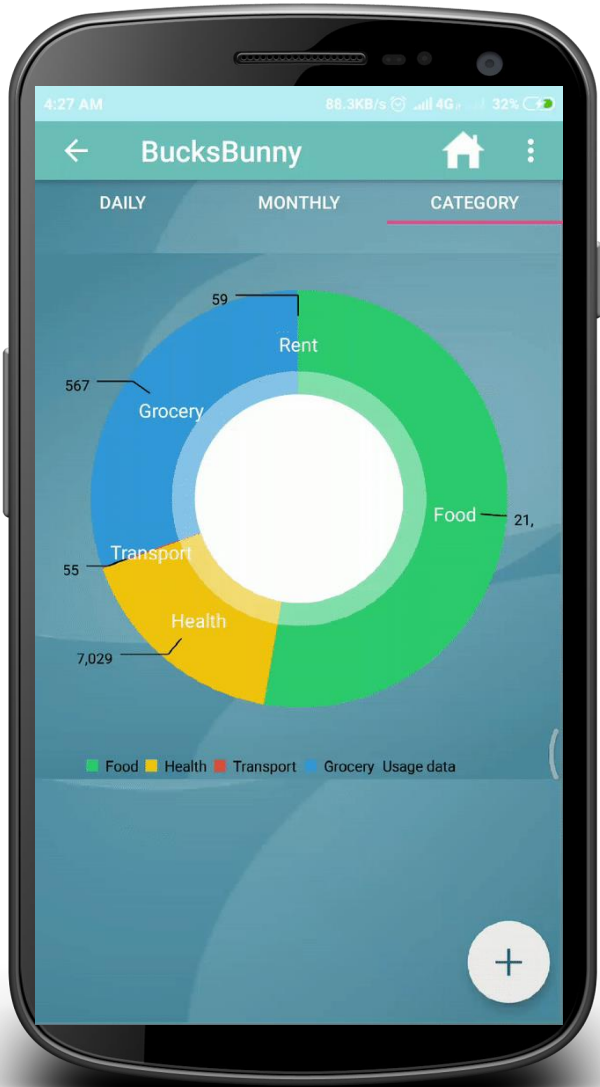
02 Spending Without
Setting Savings Targets

03 Spending Without
Knowing How to Save

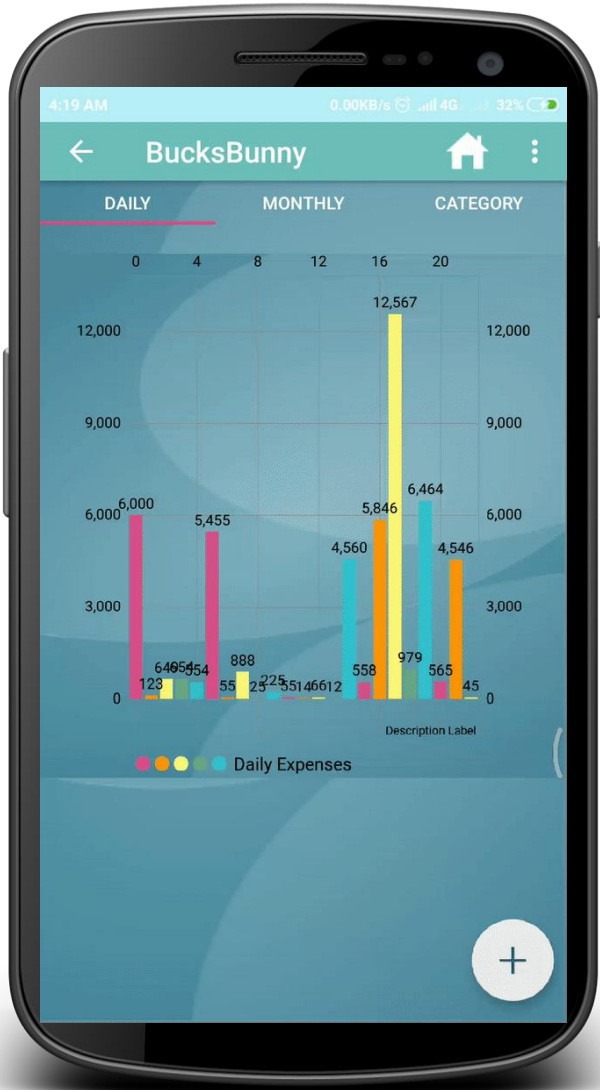
04 Can I save enough for
my future

Solutions:

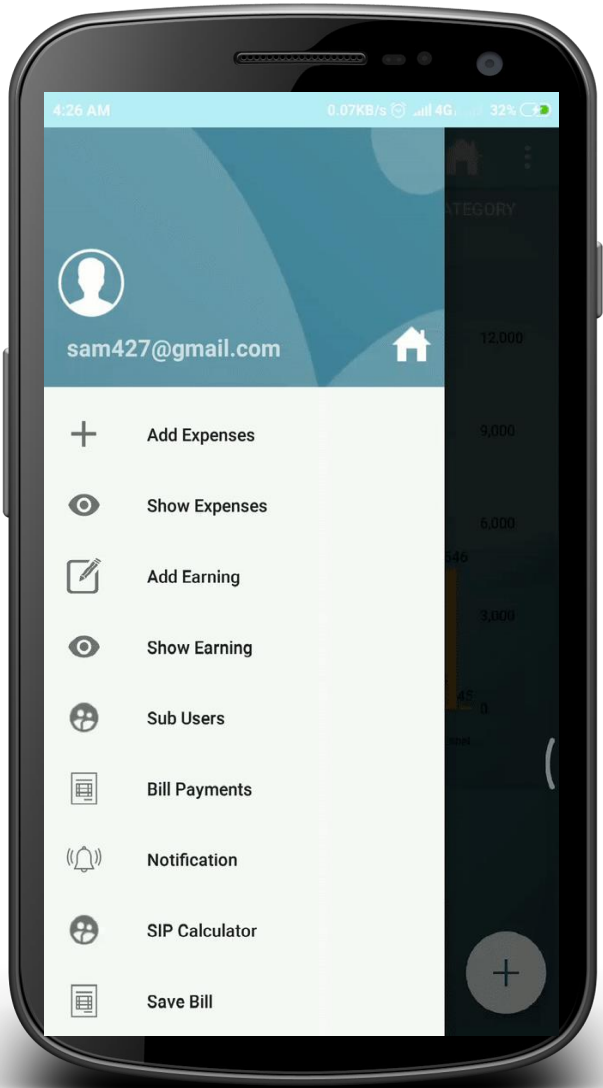
Add Expense



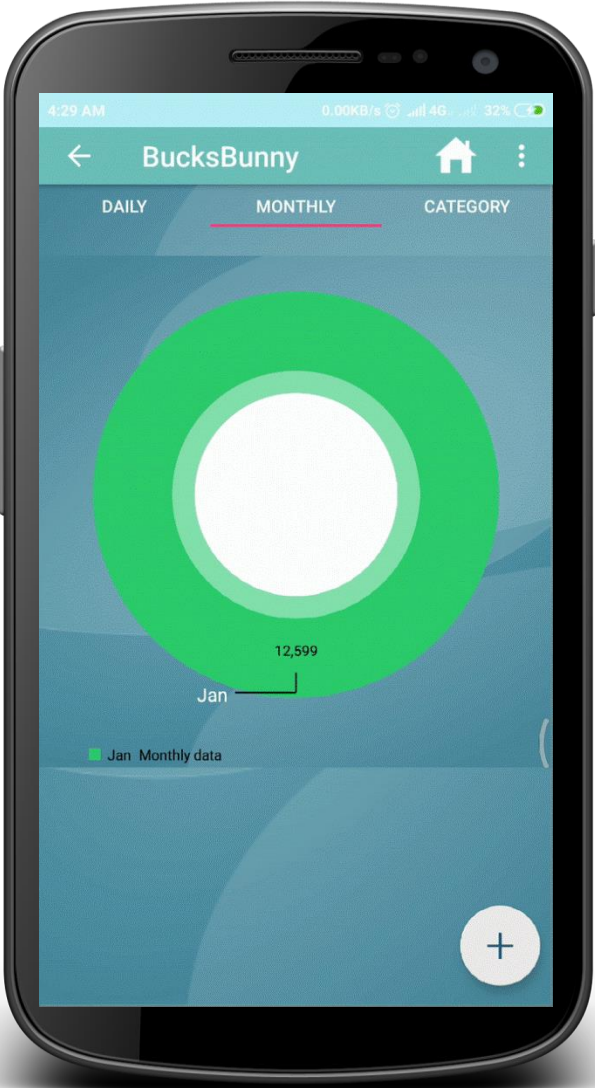
Add Income



View Expenses



Dashboard



Unique Selling Proposition

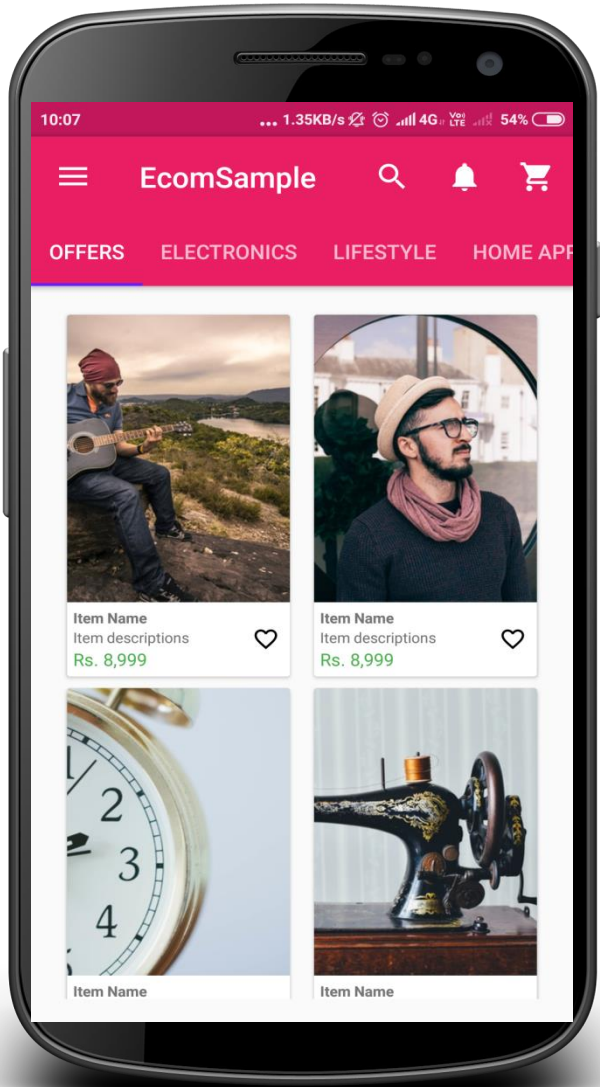
OCR



OverView



Hyper local Shopping



Sub-Users



Hire a Advisor (Chat)

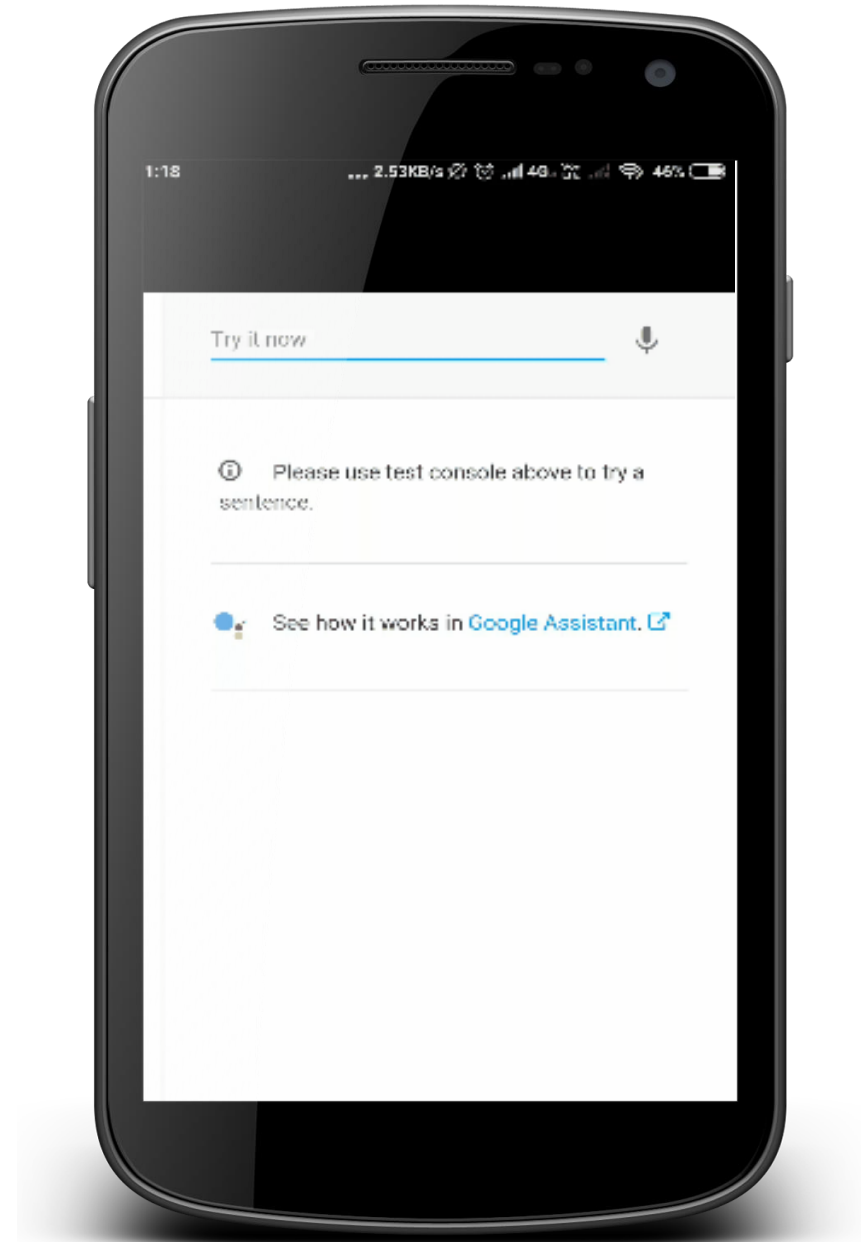


Register a Complaint



Additional Features:

- Bill Payment
- Linking of Bank Accounts
- Set Goals
- Timely Notifications
- SIP Calculator
- Investment Advice
- CHATBOT**

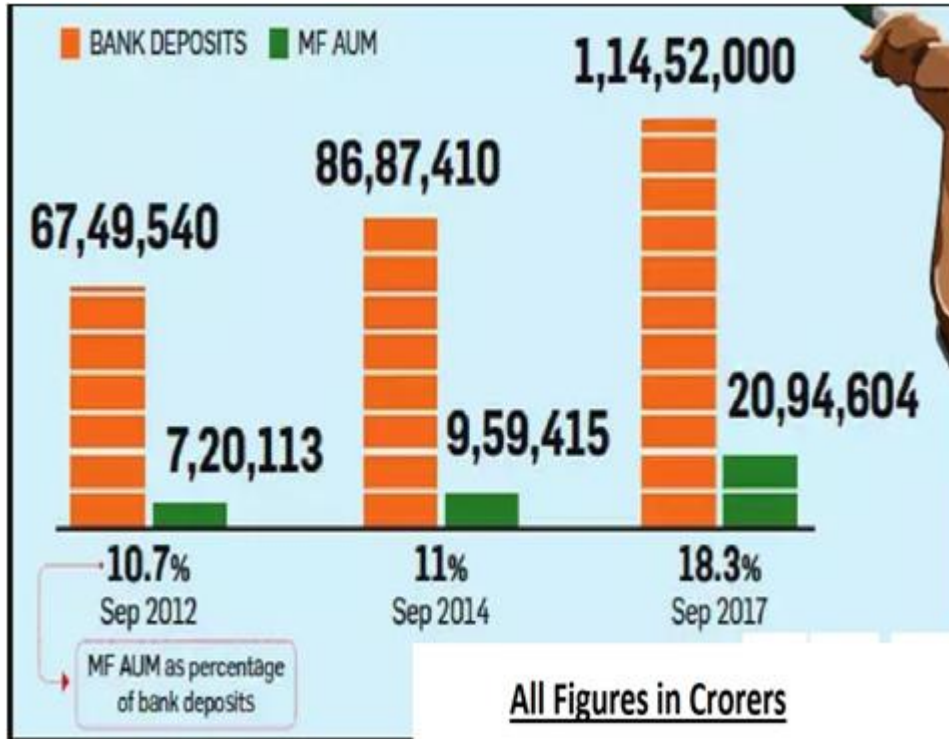


Comparison:

USP's	HoneyFi	Clarity	MoneyView	BucksBunny
•Free Version	Yes	Yes	Yes	YES
•OCR	No	No	No	YES
•Scan & Save	No	No	Yes	YES
•Sub-User	Yes(+1)	No	No	YES
•Advisor Chat	No	No	No	YES
•Notifications	YES	YES	YES	YES
•Reminders	YES	No	YES	YES

Business and Revenue Model

Mutual Funds



Mutual Funds is a Commission based market.

Brokerage can be assorted according to the user's investment plans.

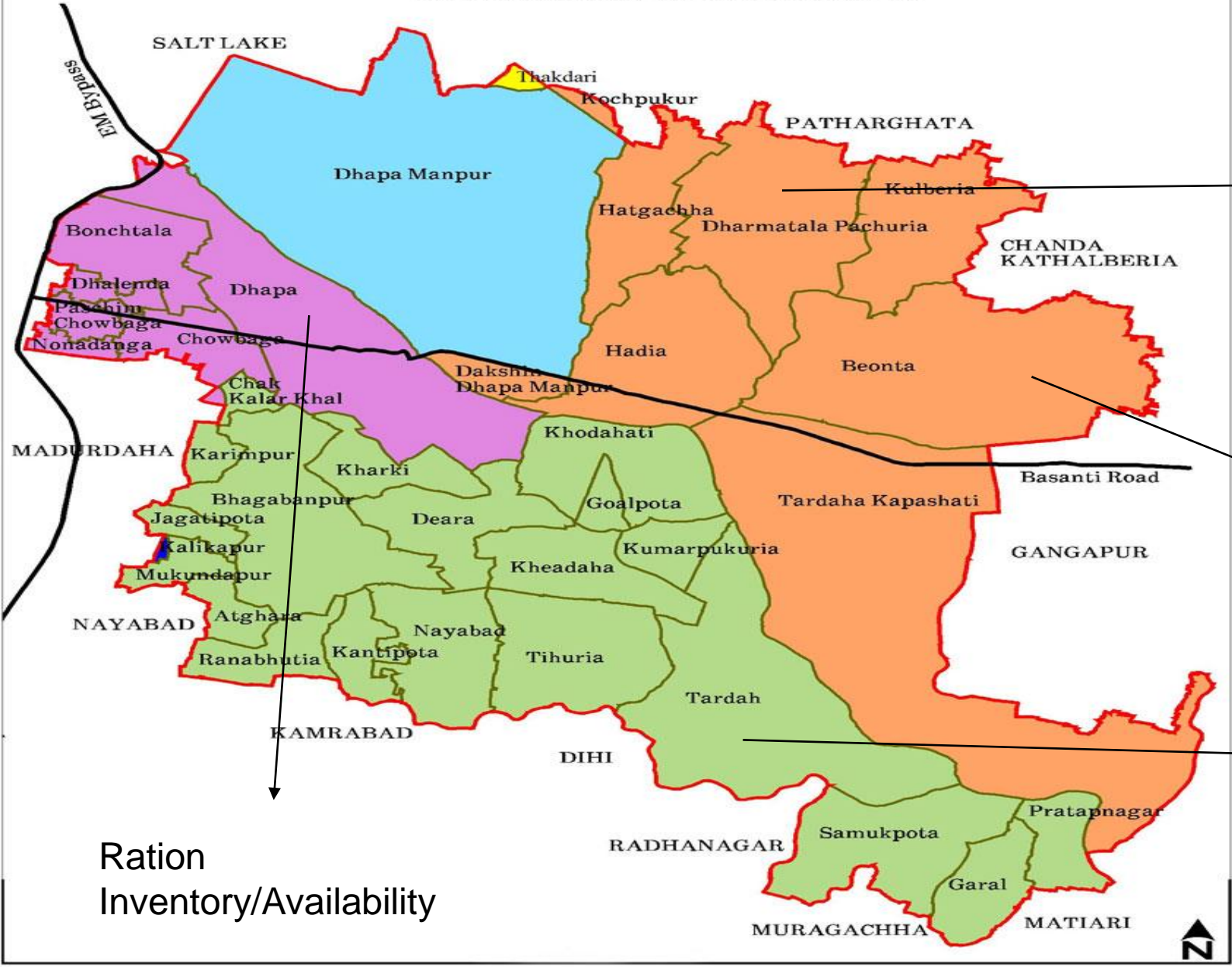
Mutual Funds Market is fast growing market.

Point of Sale:

- Providing Shops with a Platform to enable direct data entry.
- Charging payment gateway charges for local delivery.
- Subscription Sale for the User Analytics Data.



East Kolkata Wetlands Area



DATA ANALYTICS

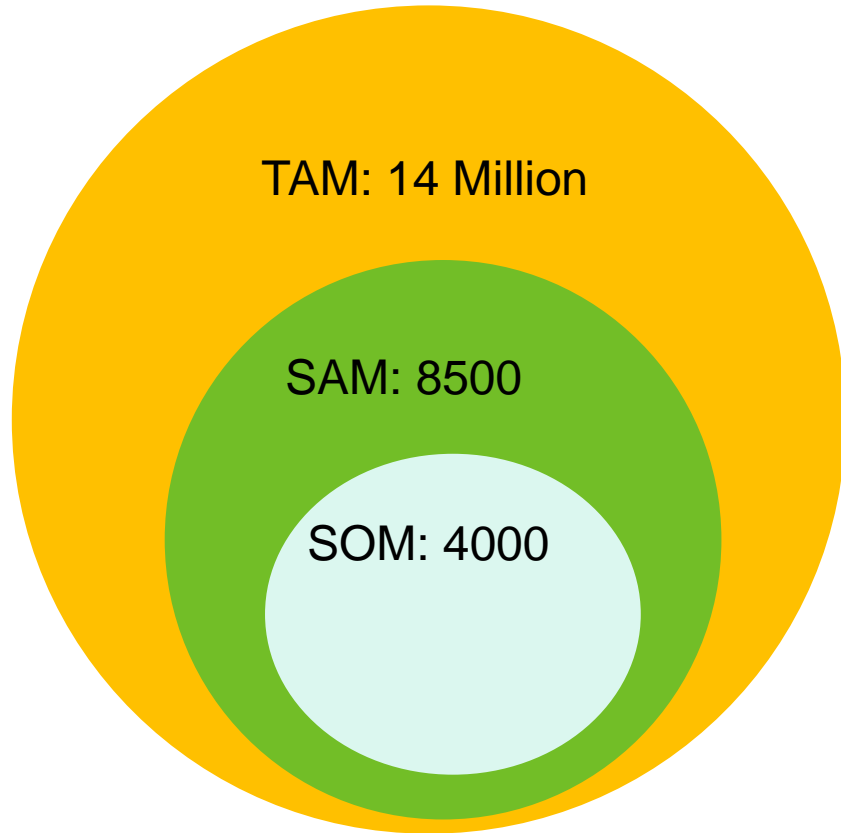
Electricity

Internet

Water Scarcity

Ration
Inventory/Availability

MARKET STUDY:



Target Audience/ Potential Customers

Every Earning Member of the Family.

Middle Class.

Financial Advisors

Supermarkets/shopkeepers/Retailers

SWOT Analysis



- Securely verified account for every user.
- Analytical Data.
- User Friendly USP's.



- Resources limitation.
- Marketing the App.



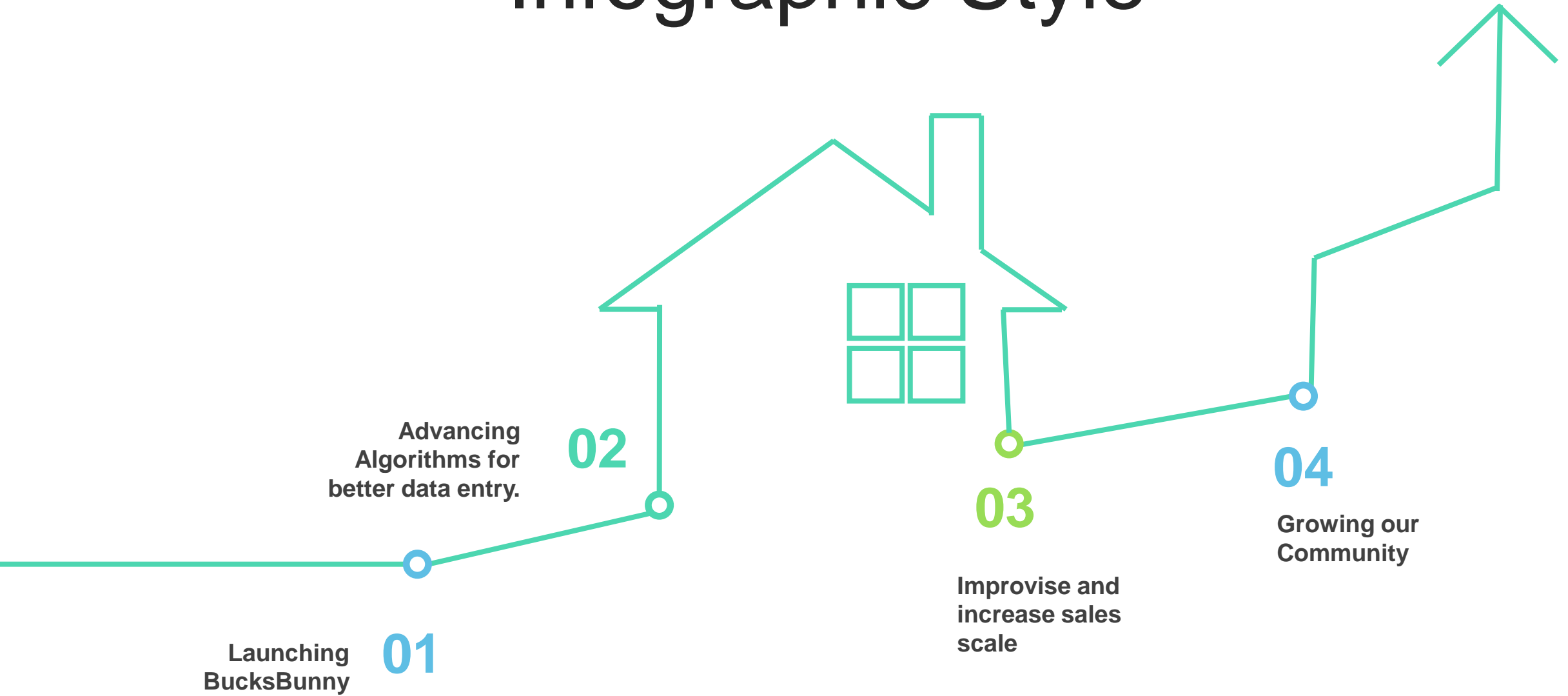
- No All in One Market Application
- Very few competitors at initial stages.
- More Increasing Market



- Well-Established competitors.
- Change of Audience POV.
- Influencers and brand balance.



Infographic Style



Thank You