PROJECT NAME: Control Financiar TEAM MEMBERS: Nae Adrian Razvan	IDEA IN SHORT: "Financial Control" is an Expense Tracker application that allows you to monitor and manage your expenses efficiently. With this app, you can quickly input your daily expenses and see a clear summary of all your transactions. You can set and track your budgets, create customized reports, and optimize your spending to reach your financial goals. Financial Control is the ideal tool to take control of your money and manage your finances effectively and intelligently

Hardcore entrepreneur hackathon 4.0

1.PRODUCT - PROBLEM WE SOLVE	2. OUR TARGET GROUP
The "Financial Control" app solves the problem of efficiently managing and monitoring expenses. By allowing users to track and manage budgets, monitor transactions, and generate customized reports, it addresses the need for better understanding of how money is spent and making more informed financial decisions. Thus, the app addresses the need for greater control over personal finances and optimizing financial resource management.	The target group for the "Financial Control" app can include: Individuals: People of all ages who want to manage their personal finances more effectively, track expenses, and save money. This group may include young professionals, students, families, or retirees. Freelancers and Small Business Owners: Individuals who run their own businesses or work as freelancers and need to track business expenses, manage invoices, and monitor cash flow. Budget-Conscious Consumers: Individuals who are actively looking for ways to save money, budget effectively, and achieve their financial goals, such as paying off debt, saving for a vacation, or buying a home.

	Financial Enthusiasts: Individuals who are interested in personal finance, investing, and wealth management, and are looking for tools to help them analyze their spending habits, identify areas for improvement, and optimize their financial strategies. Tech-Savvy Users: People who are comfortable using technology and mobile apps to manage various aspects of their lives, including their finances, and are looking for a modern, convenient solution for expense tracking and financial management.

3. SMART OBJECTIVES	4. PRICE	5. PROMOTION
Specific: Develop a feature that allows users to categorize expenses into predefined categories such as groceries, utilities, entertainment, etc. Measurable: Increase user engagement by 20% within the next three months through the introduction of personalized budgeting tips and notifications. Achievable: Implement a feature that enables users to set monthly spending limits for each expense category and track their progress towards these limits. Relevant: Enhance user satisfaction by improving the app's user interface based on feedback received from at least 100 active users. Time-bound: Launch an updated version of the app with all new features and improvements within six months.	Freemium Model: Offer a basic version of the app for free, with limited features such as expense tracking and basic budgeting. Premium features like advanced reporting, customized categories, and ad-free experience can be unlocked through a subscription fee. In-App Purchases: Provide additional functionalities or premium content within the app that users can purchase, such as access to premium budgeting templates, financial courses, or personalized financial advice. Subscription Plans: Offer subscription plans with monthly or yearly fees, granting users access to exclusive features like advanced analytics, priority customer support, or integration with other financial platforms. Affiliate Marketing: Partner with financial institutions, banks, or e-commerce platforms to promote their products or services within the app. Earn commissions for referrals or sales generated through the app. Ads: Display targeted advertisements within the app to generate revenue. Ensure that ads are relevant to the financial niche and do not disrupt the user experience. Data Monetization: Aggregate anonymized user data and offer insights or trends to third-party companies, such as market research firms or financial institutions, for a fee. Ensure compliance with privacy regulations and obtain user consent for data sharing.	Social Media Marketing: Create engaging content related to personal finance, budgeting tips, and expense management, and share it on platforms like Facebook, Instagram, Twitter, and LinkedIn. Use targeted ads to reach specific demographics interested in financial topics. Content Marketing: Start a blog or YouTube channel focused on personal finance advice, budgeting techniques, and money-saving tips. Promote the app as a solution to help users implement these strategies effectively. App Store Optimization (ASO): Optimize the app's name, description, keywords, and visuals to improve its visibility in the app stores' search results. Encourage satisfied users to leave positive reviews and ratings to boost credibility and attract new users. Partnerships and Collaborations: Partner with financial bloggers, influencers, or YouTubers to promote the app to their audience. Offer them exclusive access to premium features or affiliate commissions for referrals.

		Email Marketing: Build an email list of subscribers interested in personal finance topics and send them regular newsletters with valuable content, app updates, and special promotions. Offer incentives like discounts or free trials to encourage app downloads. Public Relations (PR): Reach out to financial news outlets, blogs, podcasts, and influencers to feature the app in their content. Participate in interviews, guest posts, or speaking engagements to showcase the app's features and benefits. Referral Program: Implement a referral program where existing users can earn rewards or discounts for referring new users to the app. This incentivizes word-of-mouth marketing and encourages users to share the app with their friends and family. Local Community Engagement: Host workshops, webinars, or seminars on personal finance topics in local communities or online forums. Distribute promotional materials and offer exclusive app deals to attendees.