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Personal Financial Assistant Business Plan

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Abstract

Marketing

With the development of Internet Finance, investment concept deeply rooted. However, software available in the market now can not meet people's needs. We believe that personalized financial products will be the next tipping point. With that in mind, we launched a personalized financial software based on collection and analysis of data - personal finance assistant.

Description

Personal financial assistant consists of three aspects: the spending data, investment advisory conditions and consumer expectations. Based on them ,it can derive the characteristics of consumer behavior, targeted to develop personalized wealth management solutions for users.

Positioning

To provide personalized financial solutions for young beginners, and to develop their financial awareness and habits.

Advantages

friendly tutorial
Intuitive comparison of financial information
data mining and analysis
Personalized financial advice

Business Model

In the study of large amounts of data, we come to this conclusion that free download and ad profits is the optimal choice of Internet mode. Thus, in terms of the business model we have chosen the following combinations: Free Download; pay optional value-added services paid for by third-party software; advertising benefits for advertisers.

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1. Overall Introduction

1.1 Market Background

With the continuous development of network technology , the number of internet users is increasing rapidly. The internet has brought a transformative effect in the different aspects. And the financial industry is complies with the trend of the times to generate a new business model—Internet financial model.

1.1.1 Operation

According to the operation, the Internet financial models show the following three features:

- (1) Easy for payment, reducing market information asymmetry;
- (2) Both the supply and demand of funding can trade directly. And the role of banks, brokers and exchanges will be weakened.
- (3) Energy efficiency in the allocation of resources while maintaining the existing direct and indirect financing to promote economic growth, significantly reduce transaction costs.

1.1.2 Applicable people

The financial model for the Internet is a more democratic, non-minority professional elite for people. It now makes the division of labor and specialization of the financial industry will be greatly diluted. In the development of the Internet financial, whether it is renrendai and Network crowdfunding which are famous for small investment, or YuEBao which is the dark horse in financial world. These are clearly revealed the civilian sectors of financial institutions to draw intentions. Services ordinary people, has become an inevitable trend of the Internet finance.

1.1.3 Implementation

The mobile phone has become the best carrier of the Internet finance. Compared to a PC or other Internet tools, the phone has a small, easy to carry features, and carry a mobile phone has become the people's living habits. And the Mobile banking has a strong user base. According to the People's Bank of China statistics, 2013 first quarter of mobile payment transactions reached 64.61 billion yuan, the scale of mobile payment transactions for the second quarter amounted to 106.41 billion yuan, by 2016, Chinese mobile payment market transactions will exceed 10 trillion yuan. So seen from the total, the mobile phone market has great potential in finance. And compare by growth rate, according to iResearch statistics, in 2013 China mobile shopping market transactions reached 167.64 billion yuan, the growth rate is four times more than the PC side of online shopping. It can be speculated that the mobile terminal will become the battleground of Internet banking.

1.1.4 Technical characteristics

From the point of technical characteristics, Internet banking (mobile phone banking) is use the information and communication technology (ICT) as a prerequisite and the big data analysis and mining-based, cloud computing as a means and the network security technology is a indemnification. Through a variety of network technologies ,On the one hand, we can achieve financing, guarantee financial security. And on the other hand, we can mine user data, analyze user characteristics, enabling the user training and credit assessment.

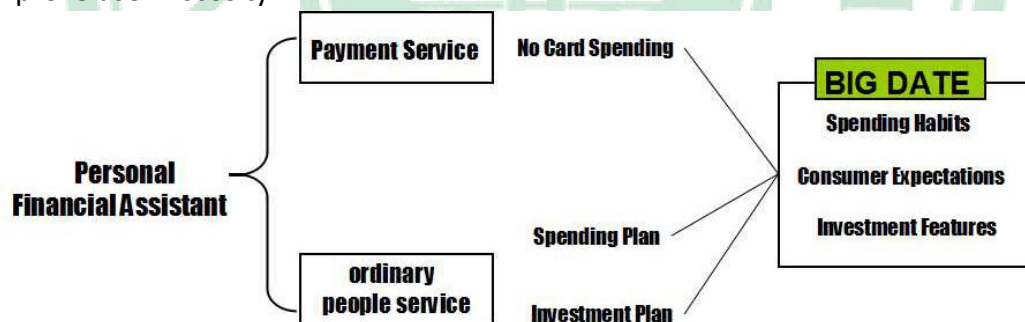
1.1.5 Business Type

From the type of business, the Internet banking (mainly type of business phones

financial) services should give the first place to payment. 《White Paper on China's Internet payment security》 shows that in 2013 the mobile payment market is expected to more than 800 billion yuan, more than five times the 2012 scale. In this background, major banks, operators, handset developers have launched a new business "mobile wallet". And the smash hit play Didi car software is one of the typical. But the Internet is not confined to the financial sector and the payments industry, the business gradually deposit and withdrawal from the payment, recharge, wages, integrated business loans transition. But in fact, in the mobile phone terminals, technically can do almost all financial services. Therefore, Internet banking (mainly mobile phone banking) there is great potential for development.

1.2 Strategic Analysis

Based on the above analysis, we developed a "personal financial assistant" development strategy. That is, to most concerned about the development of Internet banking services - payment services. And in the same time ,we should highlighting the dominant position of the working class in the financial model of the Internet, and implement service grassroots awareness training targeted financial model. Finally, comprehensive recording of user data to improve the effectiveness of the data, the data is used to improve services, develop spending habits. By civilians exclusive custom business combination attack, the development of financial depth behavioral data to conform to the trend of Internet banking, training habits of users and improve user viscosity.



"personal financial assistant" development strategy

1.3 Product Description

Personal Finance Assistant can bind bank cards, credit cards and other card products, to achieve non-card payments, and the linkage with the accounting function, record and classify each payment with the user's consent. Meanwhile, this software can also bind multiple financial products account with simple intuitive way reflect yields treasure class products and achieve quick liquidity between accounts.1.1.2 Applicable people

2. Marketing and competition

2.1 Positioning

Personal financial assistant is primarily for young people who know little about financial products. The highlight is the three platforms linkage - no card spending data, personalized investment advice and financial situation reflected in consumer expectations. Data from the three platform are used in obtaining consumer behavior characteristics and help users be accustomed to investment.

2.2 Advantages in competition

2.2.1 Non-card payments

Traditional payment way of using credit card costs too much manpower and time. As a payment terminal, phone has the advantage of convenience. Therefore, no card payment will be the trend in the next decade. Personal Finance Assistant can integrate a variety of payment methods such as credit cards, and payment in supermarkets can be much quicker. Meanwhile, the perfect protection system also allows users to be more assured. Users can choose a variety of ways to protect their accounts, from entering numbers to answering questions.

2.2.2 Statistics of consumption data

Permitted under the consent of the user, the software will automatically record each payment and classificate. Of course, users can choose to prohibit the function if they prefer to record by themselves. Personal Finance Assistant can print out statistics after a period of one week or one month, up to users. In addition, users can also set spending limits and the software will alert them if they spend too much.

2.2.3 Personalized financial solutions

Taking into account the type and quantity of financial products in the future will be greatly increased, the software can be bound to a variety of financial products account. It can use graphics to reflect the daily earnings of different products, so people can make judgement easily. Based on collection and analysis of data, software will recommend financial products suitable for them. Furthermore, user can transfer

money from one to another very fast.

2.2.4 Develop financial habits

Compared to the past years, civilians have become the major player in the investment banking market. There are two problems financial beginners may be faced with , one is they would be deceived without guidance at the beginning , the other is that financial management is difficult to insist on. By pushing information, Personal Finance Assistant helps users understand the basic financial concepts. Apart from it, regular reminders will enable users to develop good financial habits, and help them get rid of the cycle that one will have no finances if he doesn't finance.

2.3 Product comparison

	Alipay Wallet	Wacai	Yinhanglicai	1qianbao	Tongbanjie	Personal Finance Assistant
Non-card payment	Yes	None	N/A	Yes	N/A	Yes
Banking Services	N/A	Credit card payments	Find a bank branch nearby	N/A	N/A	View bank card consumption
Platform	Smartphone eTablet PC online Mobile Web	Smartphone eTablet PC online Mobile Web	Smartphone	Smartphone ePC online	Smartphone	Smartphone eTablet PC online Mobile Web

	Alipay Wallet	Wacai	Yinhanglicai	1qianbao	Tongbanjie	Personal Finance Assistant
Financial information	N/A	Yes	Yes	N/A	Yes	Yes
Financial products	Yu E Bao	Monetary Fund、Mixed Fund、Equity Funds	Short-Term Investment Fund、wealth investment product、Shou Yi Bao	N/A	Selected low risk product	Many kinds of financial products such as Yu E Bao
bookkeeping	Automatic	Manually	N/A	Automatic	N/A	Automatic
Other features	Kuaidi Dache、Recharge Smart card	Apply for loan	Select products according to the conditions	Payment in different scene	“tongba” earned from transaction can offset cell phone fee	recommendation 、comparison of different products
Key Features	Rely on Alibaba	Online financial accounting	Convenient investment	social payment	secure and convenient	Develop financial habits

3.Business Plan

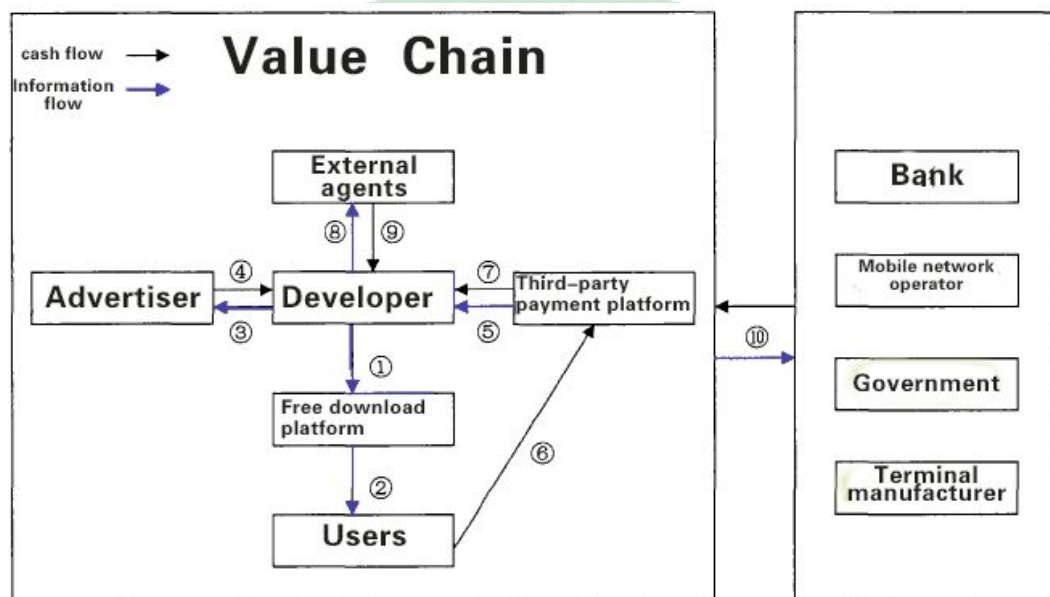
3.1 Business Model

Business Model is how a corporation makes money. Online advertising is the most common business model. The business model we choose is: free for download, optional value-added service paid through the third-party paying app, and profit from advertises directly paid by advertisers. We call it a Combinational Business

Model.

Mobile terminal apps' value chain concludes Mobile network operators, the developers, payment platform, advertisers, providers of service content, download platforms and users.

3.2 Value chain



① The developer offers the app to free download platforms to reduce market cost. Besides, we can make the app a limited-time free to increase downloads.

② Users download the app for free. Free downloading can maximize the popularity of the app.

③④ The developer profits directly from advertisers instead of mobile network operators. Thus, we can avoid the intermediate links to lower the cost, as well as choosing more targeted advertisers.

⑤ Third-party payment software offer paying service for free and developers insert it into the app.

⑥ Users pay for the value-added service through the third-party payment software.

⑦ After the third-party payment platform charging some operating fees, the rest of

money will go into the account of developer.

⑧⑨As the app becomes popular, developers can exploit the peripheral value by selling the copyright and then profit from it.

⑩Other active objects relate to the value chain, such as the banks who cooperate with the third-party payment platforms and so on.

4. Financial Projection

4.1 Structure and size of equity

Shareholders' equity

Source	Shareholder A	Shareholder B	Shareholder C	Others
Money	125000	125000	125000	125000
Percentage	25%	25%	25%	25%

4.2 Capital uses

ASSET Sheet

Intangible Asset	Long-term investment	Current Asset	
Patent	Equipment	Cash	Inventory
300000	100000	350000	50000
300000	100000	400000	

Estimated Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Management expense	2.66	7.62	14.35	24.24	32.88
The cost of materials	0.04	0.06	0.07	0.11	0.19
Depression expense	0.18	0.26	0.31	0.43	0.56
Wages expense	0.12	0.25	0.41	0.52	0.63
Travel expense	0.06	0.15	0.22	0.37	0.40
Rent expense	0.01	0.02	0.04	0.08	0.12
Others expense	0.12	0.03	0.27	0.43	0.66
Operating income	21.21	55.64	108.56	185.66	240.77
Net income	15.89	41.00	79.86	137.18	175.01

The estimated earnings of first year is 250000 yuan, annual sales profit growth is about 30%, investment recovery period is 1 years and 11 months.

