



Artoo - Financial Management App

Targeted for Kirana Shops



Pain Points of Kirana shopkeepers

1. Software used by these shopkeepers enables them to track the sales effectively, but most software lacks intuitive mechanisms to capture their expenses.
2. Most Shopkeepers undergo a tedious procedure annually to calculate their revenue and retrospect the business which often leads to delayed improvement measures.
3. Lack of distinguishing line between personal and professional expenses.
4. Manual process to update the new prices of the items every week.
5. Cash payments tracked on paper, often gets missed in revenue records.
6. Manual process to find out the expired, empty or excess stocks which sometimes leads to incurring significant losses.
7. Loan amount taken to advance the business often gets used up in personal expenses. Not paying instalments on time often end up in huge losses.
8. Lack of analytics to find out the changing user demands.

Artoo Financial Management App - Features

1. Image Recognition capability to read invoices and feed data(Mainly for Expense tracking).
2. Generate online invoices for customer as well as print them.
3. Track expenses and sales through Bank Account SMS and update automatically.
4. Daily/Weekly/Monthly/Biannually/Annually and selected periodic sales and expenses pie chart.
5. Monitor and manage stocks/inventory(updated automatically from invoices).
6. Expenses to be automatically updated from Bank account SMS. Option to tag expenses/sales as personal/business.
7. Maintain accounts of regular customers to track dues.
8. Loan repayment tracking and evaluating the amount usage areas through bank account SMS.
9. Demand Analytics. Option to record demands which are not met to analyze the demand better.
10. Option to add cash payments or sales on App.
11. API call to fetch latest price of the products and update in App.
12. Charts to have margin analysis of products to determine which stocks should be targeted.

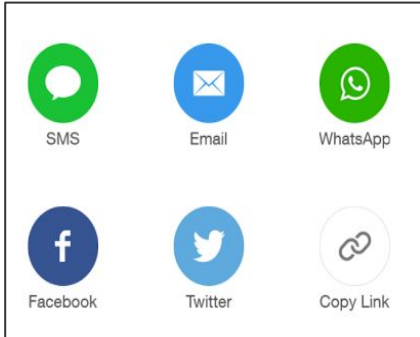
Mockups of Basic functionalities

Find here: <https://moqups.com/vishh.modi@gmail.com/NePSvU8J>

How will this concept interest shopkeepers?



- No need to manually enter all expenses/sales.
- Generate Profit/Loss statements online.
- Track personal and professional expenses separately.
- Know emerging and declining demands.
- Item Margin analysis.



- Share bills online using whatsapp or email.
- Share stock availability to customers.
- Sending online communication about bill payments.



- Timely notifications about loan/bill payments.
- Notifies about inventory status well in time.
- Informs about long pending dues from customers



- Track stocks through the App. No need to go through entire inventory to find out ending/expiring stocks.
- No need to feed the data manually to the App. It reads it intelligently from invoices.
- Maintain a list of 'To be purchased items' in App.

Thank you