

SIT317 Task 9.1D – Business Plan

1. The Problem

Students and early-career adults experience lumpy cashflow: irregular income meets fixed bills, subscriptions, and frequent small spends. Without a clear weekly safe-to-spend number, over-spending and surprise shortfalls are common around exam weeks, rent cycles and holidays. Our team pivoted from pure after-the-fact tracking to a pre-spend ('log-before-you-buy') approach to influence decisions before money leaves the account.

2. The Solution (Value Proposition & Business Model)

Pigeon Finance is a mobile-first budgeting companion that unifies bills and subscriptions into a monthly calendar and expresses a single weekly Safe-to-Spend. Users quickly pre-log intended purchases via a floating 'Pigeon Bubble', see the weekly number update in real time, and receive gentle, non-shaming nudges. The outcome is fewer surprises and better everyday choices.

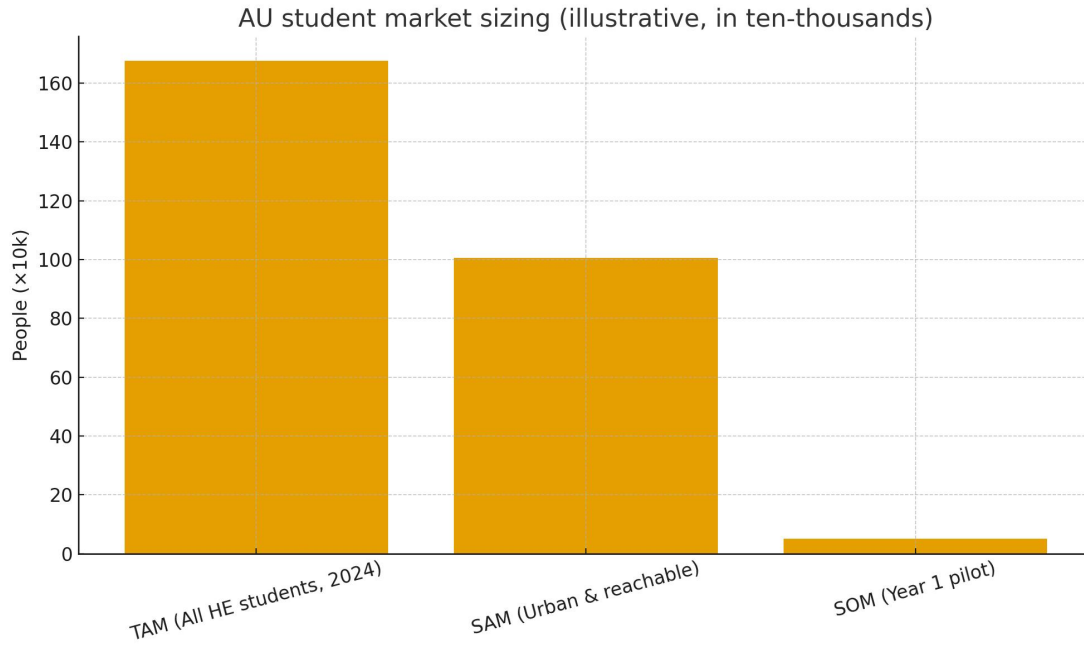
Benefits: immediate decision support; cross-account clarity; subscription and bill control; optional language switch (EN/CN) for international students; and light-touch habit loops (streaks/challenges).

Business model: freemium (free core), with a Student plan (A/B test at \$4/\$6 per month) unlocking advanced features such as multi-account aggregation (sandbox initially), deeper insights, and expanded guardrails.

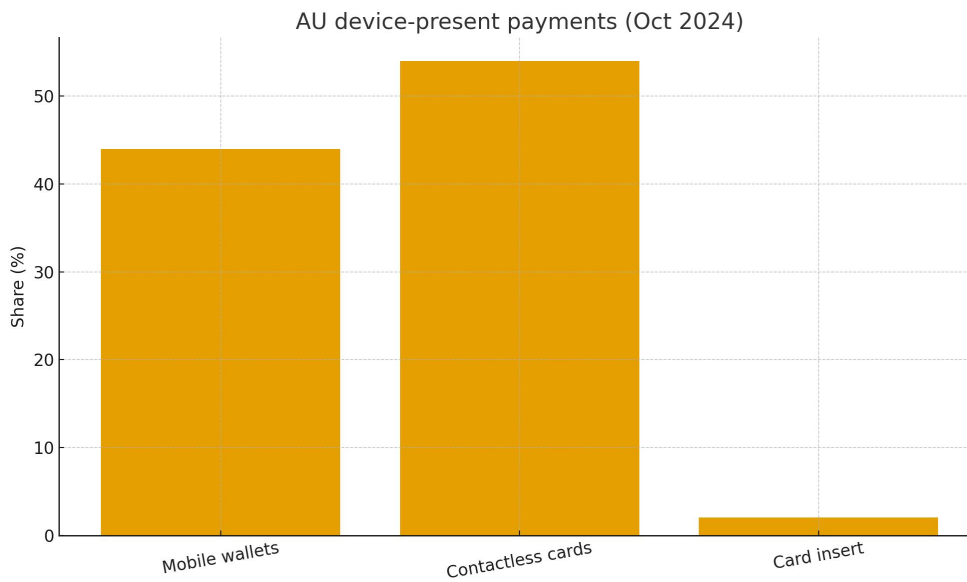
3. The Market (Customer Discovery, Personas, Validation)

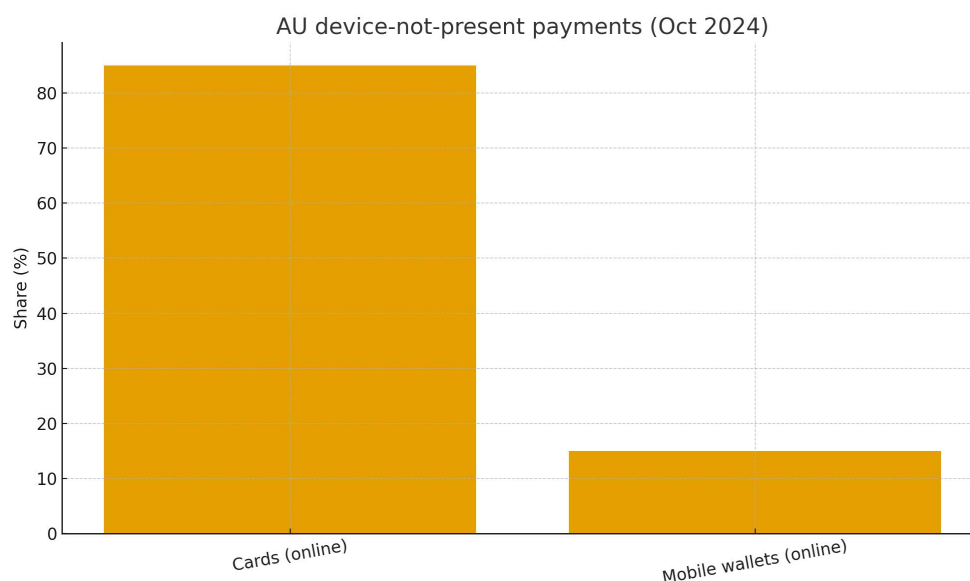
Primary audience: 18–25 students in Australian universities/TAFEs; Secondary audience: 25–30 recent graduates. These users rely heavily on digital payments, mobile devices and automatic bill payments, making a mobile-first onboarding and subscription calendar highly relevant.

Market size (AU): Total higher-education students in 2024: 1,676,077 (Department of Education). We treat reachable urban students as SAM (~60% of TAM) and an initial campus pilot as SOM (~5% of SAM). This provides a realistic path from pilot to broader rollout.



Payment behaviour validation (AU): device- present payments in Oct- 2024 were ~44% mobile wallets, ~54% contactless cards and ~2% card- insert; for device- not- present, ~85% card vs ~15% mobile wallets. This supports our mobile- first and automation- friendly design. (See references.)





4. The Competition

Category	Example apps	Key capabilities	How we differ	Why pay us
Bank app budgeting	CommBank Goal Tracker	Goal breakdown, auto transfers, catch-up prompts	Account-bound , savings-first; lacks cross-account weekly safe-to-spend & pre-spend flow	Unified weekly number across bills/subscriptions ; pre-spend nudges affect decisions
Neobank 'Spendable'	Up Bank Spendable	'Spendable' shows what's safe to spend until next payday	Single-bank view; limited to that ecosystem	We aggregate sources and bind to term calendar & subscriptions
Open-banking aggregators	WeMoney, Frollo	Multi-account aggregation, categorisation, insights	Primarily after-the-fact viewing; fewer pre-spend commitments	Pre-spend + gentle guardrails turn insights into action
Official tools	ASIC Moneysmart Budget	Templates/calculators (web/Excel)	Not app-native; no unified weekly	Always-with-you mobile companion; less

planner

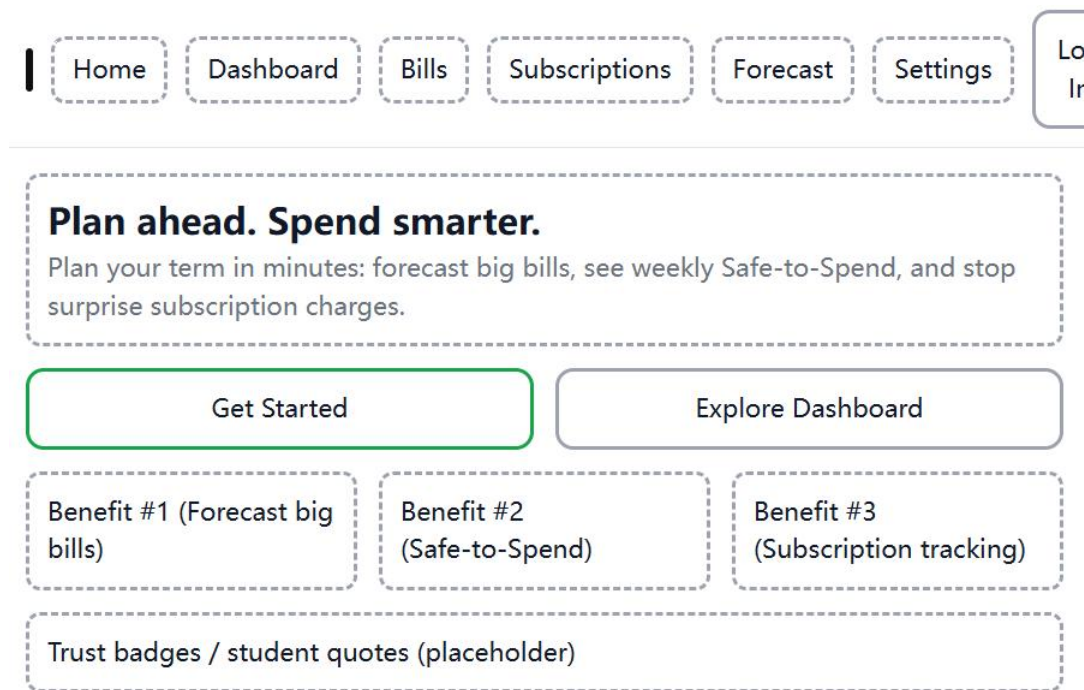
number or
subscription
calendar

effort, more timely
prompts

5. Solution Design

Information architecture: Home (marketing), Onboarding, Dashboard, Bills, Subscriptions, Forecast (calendar), Settings, and the Pigeon Bubble for pre-spend. Below are representative low-fidelity and high-fidelity screens extracted from our design files.

Low-fidelity wireframes (selection)



Safe-to-Spend (This Week): \$125

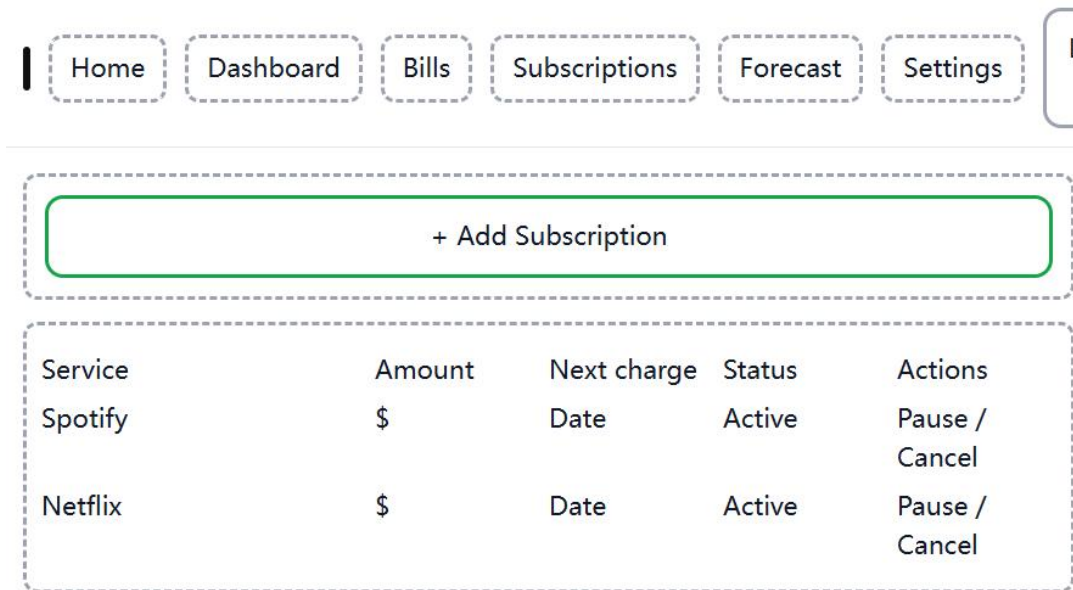
Upcoming Bills (next 2 weeks)

Tuition	\$	Due	Freq	Actions
Rent	\$	Due	Monthly	Pay

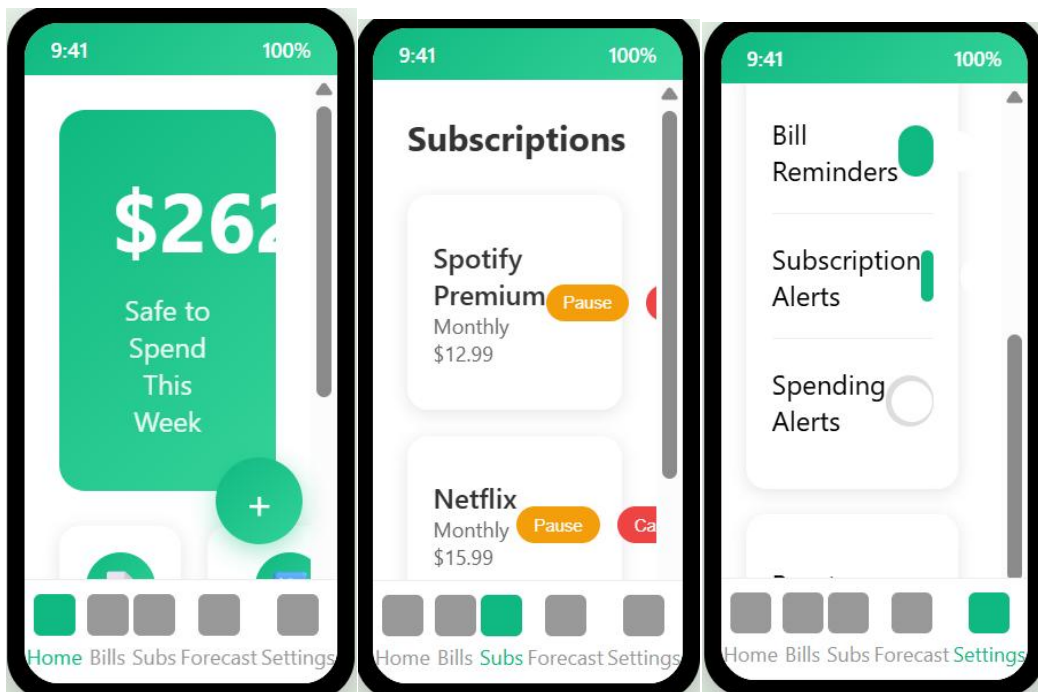
Tips / insights (why number changed)

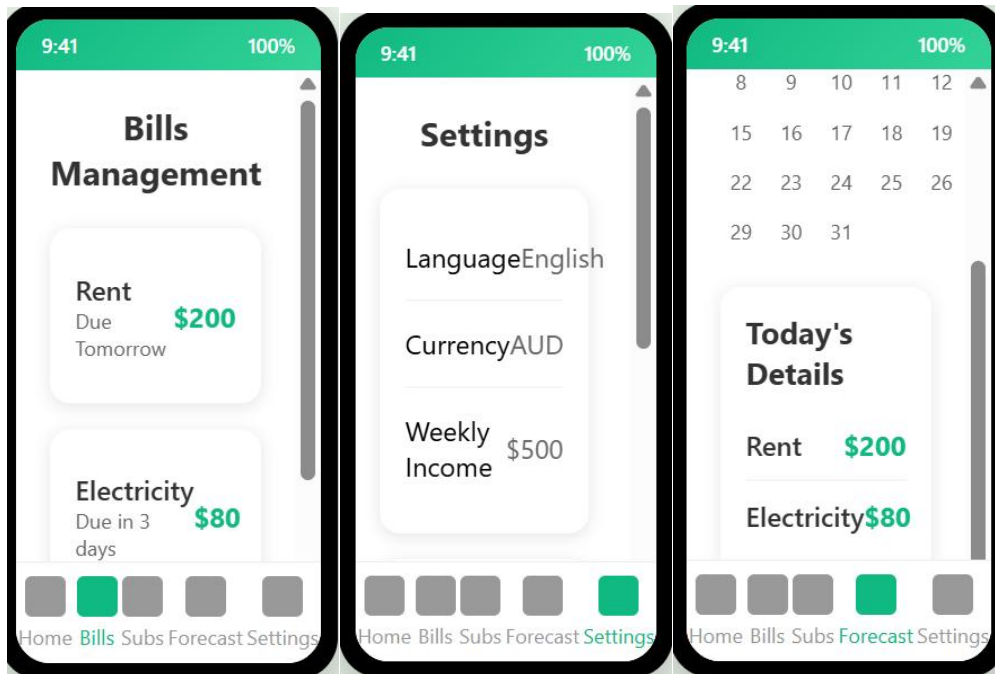
Quick actions: Add Bill • Subscriptions

Monthly forecast · cash-flow outlook						



High- fidelity prototype (selection)





Key user flows: First- run → set term dates → Dashboard shows weekly Safe- to- Spend; Add a bill/subscription → number updates; Pre- spend via Pigeon Bubble → instant feedback; Forecast → inspect next- week commitments; Settings → language toggle EN/中文.

Prototype evolution: low- fi to validate structure and comprehension; hi- fi to refine visual hierarchy, components and micro- interactions. Accessibility: WCAG- aligned contrast and tap targets (≥44 px). Internationalisation: full EN/CN string coverage.

Testing plan: 5–7 students, moderated 30–40 minutes each. Tasks include understanding Safe- to- Spend, adding bills/subscriptions, finding next- week commitments, pre- spend via Bubble, and switching language. Success metrics: ≥90% task completion, ≤90s average task time, ≥85% comprehension on a 3- question check, SUS and 1–7 satisfaction.

6. The Go- To- Market Plan

Funnel: awareness → landing page sign- up → install → activation. Channels: YouTube/Instagram/TikTok creative tests; campus ambassadors; O- Week booths; society talks; budgeting workshops. Lifecycle nudges around payday/exam weeks/holidays; retarget LP visitors to complete sign- up.

Funding: bootstrap the pilot with coursework resources; apply for university innovation grants; creator partnerships and in-kind campus support; student plan revenue to cover core cloud/analytics.

7. Growth Opportunities

Timeline	Goals & Deliverables	Key metrics
Weeks 6–8	MVP; 30–50-user pilot; privacy/compliance; define core metrics	≥20% reduction in late-night non-essential spend; ≥70% weekly goal attainment
Weeks 9–12	Scale pilot to 150–200; polish; assessment-week policies; feedback loop	Task success, SUS, D1/D7 retention
0–3 months	Open-banking sandbox; campus distribution; pricing A/B (\$4/\$6)	Activation rate; CAC on activated users
3–6 months	AU v1.0 launch; referrals; goal visualisation	WAU; net weekly savings; override rate
6–12 months	Depth & expansion (scenarios, Shared Goals, NZ/UK exploration, B2B bundles)	Retention; LTV; overseas-pilot readiness

8. Concluding remarks

Pigeon Finance turns budgeting into in-the-moment decisions with a single weekly Safe-to-Spend, gentle guardrails, and a student-aligned rhythm. With clear market validation, a differentiated approach to pre-spend behaviour, and a practical go-to-market path, the project is positioned to deliver measurable outcomes and scale responsibly.

9. References (Harvard style)

— Australian Government Department of Education 2025, Key findings from the 2024 Higher Education Student Statistics, viewed Oct 2025.

— Reserve Bank of Australia 2024, Monthly Retail Payments Statistics – October 2024 summary, viewed Oct 2025.

- Livermore, T, Mulqueeney, J, Nguyen, T & Watson, B 2023, The evolution of consumer payments in Australia: Results from the 2022 Consumer Payments Survey, RBA RDP 2023- 08.
- CommBank 2025, Goal Tracker – Set and track a savings goal, viewed Oct 2025.
- Up Bank 2021, Pay Day & Spendable Balance; and Up Features – Spendable Balance, viewed Oct 2025.
- WeMoney 2025, Open Banking (CDR) policy and accreditation details, viewed Oct 2025.
- Frollo 2025, The State of Open Banking 2025, viewed Oct 2025.
- ASIC 2025, Moneysmart – Budget planner, viewed Oct 2025.
- Universities Australia 2025, Student data hub, viewed Oct 2025.
- Team internal documents: SIT317 8.1C low- fidelity prototype, Hi- Fi Companion, 5.2C deck.

Appendix: Early competitor slide snapshots

