



BUILDATHON

BUILDATHON 3.0

Track 2 and Start up

Binary Beast

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PROBLEM STATEMENT

Managing personal finances involves challenges such as inefficient expense tracking, lack of structured budgeting tools, and limited access to data-driven investment insights.

Existing solutions often lack integration and fail to provide personalized analytics, making it difficult for individuals to optimize their financial management and achieve specific monetary goals.

OUR SOLUTION

FinWiser addresses these challenges by offering an integrated platform that streamlines expense tracking, provides advanced budgeting tools, and delivers personalized investment insights.

By combining these features, finWiserempowers users to efficiently manage their finances, optimize spending, and make informed decisions to achieve their financial goals.

TARGETED SECTOR & AUDIENCE

FinWiser targets the following sectors and audiences to provide financial education and management tools for improved personal finance

Targeted Sectors :

1. Personal Finance & FinTech
2. Investment & Wealth Management

Targeted Audience :

1. Small Business Owners / Freelancers
2. Young Professionals (Ages 22-35)
3. Retirees or Pre-Retirees

MARKET RESEARCH

1. Market Size & Growth:

- Global Market for FinTech:
USD 129.8 billion in 2023, with a CAGR of 22.17%, and it is expected to reach USD 684.98 billion by 2030.
- Indian Market for FinTech:
USD 31 billion in 2023. It is expected to grow at a CAGR of 22.5% and reach USD 200 billion by 2030.

2. Competitors:

- MoneyControl
- Cleo
- ET Money

PRODUCT FEATURES

- Expense Tracking
- Budgeting Tools
- Goal Setting
- Investment Management
- Financial Analytics
- Real-Time Notifications
- Secure Data Management
- Customizable Plans
- Cross-Platform Access
- Expert Recommendations

TECHNICAL ARCHITECTURE

- **Wix** : for creating websites and managing online content.
- **Chatbot.co** : for building chatbots to automate and enhance customer interactions on websites.
- **Chat gpt** : answering questions, and assisting with content creation.
- **Excel**: used to organize, analyze, and visualize business data, financial planning, and strategy modeling.

FUTURE SCOPE

- Advanced Financial Solutions: Introducing features like tax optimization, retirement planning, and real-time investment insights.
- AI-Powered Personalization: Leveraging AI to deliver tailored financial advice and predictive tools to boost your wealth.
- Global Expansion: Expanding to serve users worldwide with localized financial insights and multi-currency support.

BUSINESS MODEL

1. **Subscription-Based:** Offers three pricing tiers: Free, Silver (Essentials), and Gold (Premium).
2. **Revenue Generation:** Monthly or annual subscriptions for premium features.
3. **Free Plan:** Basic tools for expense tracking and financial management.
4. **Paid Plans:** Advanced features like budgeting, investment tracking, and expert advice.
5. **Partnerships:** Collaborates with financial institutions and third-party services for expanded offerings.
6. **Customer Retention:** Focus on continuous updates and value-added services to keep users engaged.



THANK YOU