FinLearn AI – Personalized Financial Literacy Companion

🎯 Pitch Idea (Summary)  
  
FinLearn AI aims to revolutionize financial literacy by making learning practical, personalized, and actionable. Leveraging Perplexity AI, FinLearn delivers smart, research-backed content through daily notifications, short stories, and interactive tools. The app encourages users to set real-life financial goals and guides them step-by-step to achieve them — turning learning into real-world outcomes.  
  
🚨 Problem  
  
Most financial literacy tools are generic, boring, or disconnected from day-to-day financial realities. People often struggle to understand how financial principles apply to them personally, and lack motivation to engage regularly with financial education.  
  
🚀 Solution: FinLearn AI  
  
FinLearn AI provides a dynamic learning experience through:  
  
📚 Personalized Financial Learning  
- Perplexity AI powered content → Custom short stories, tips, and lessons based on user interests and goals.  
- Quick learning modules → Easily digestible financial concepts and market insights.  
  
🔔 Smart Notifications  
- Timely reminders and contextual tips to help users stay on track.  
- Market news and financial hacks delivered daily.  
  
🎯 Goal Setting and Tracking  
- Set financial goals (e.g. save $500 in 3 months, create emergency fund).  
- AI suggests practical steps and monitors progress.  
  
🧠 Quizzes and Challenges  
- Gamified quizzes to reinforce learning.  
- Instant feedback to deepen understanding.  
  
💬 Community Engagement  
- Share goals and progress with friends or groups.  
- Learn collaboratively and stay motivated.  
  
🛠️ Technologies Used  
  
- Perplexity AI API → Personalized content generation, story creation, and tips.  
- React Native / Next.js → Mobile + Web app.  
- Firebase → Authentication, user profiles, goal + progress tracking.  
- Cloud Functions / Node.js → Notification scheduler and backend logic.  
  
🌟 Why Unique  
  
- Combines AI-powered learning with practical, goal-based finance actions.  
- Smart notifications make finance education a daily habit.  
- Makes financial literacy interactive, personalized and motivating.  
  
📈 Impact  
  
- Helps users build healthy financial habits through AI-powered guidance.  
- Increases financial confidence with personalized learning paths.  
- Makes finance simple, practical and fun.  
  
Tagline  
  
"Learn money. Live smart. Every day, with FinLearn AI."