

bankbase

more than just a budgeting app.



A laptop screen is shown in the background, displaying a line graph with two data series: 'New Visitor' (represented by a solid line with dots) and 'Returning Visitor' (represented by a dashed line with dots). The 'New Visitor' line shows a general upward trend with some fluctuations, while the 'Returning Visitor' line shows a more stable, slightly downward trend. Below the graph is a pie chart. The laptop keyboard is visible at the bottom of the frame. A dark, semi-transparent overlay covers the entire image, providing a background for the white text.

Mission statement:

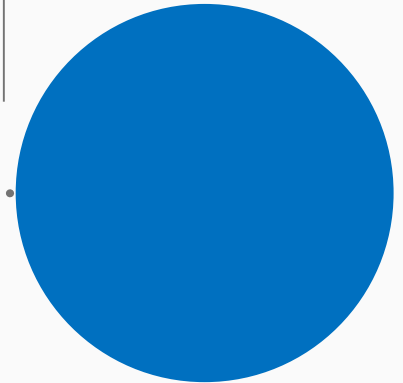
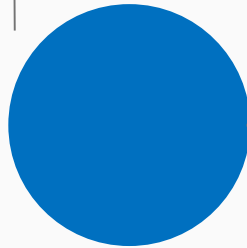
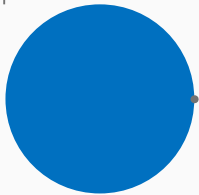
“Make personal finance management easy.”

The Market

~ **270k**
Millennials
in Cyprus

~ **28m**
Millennials
in Europe

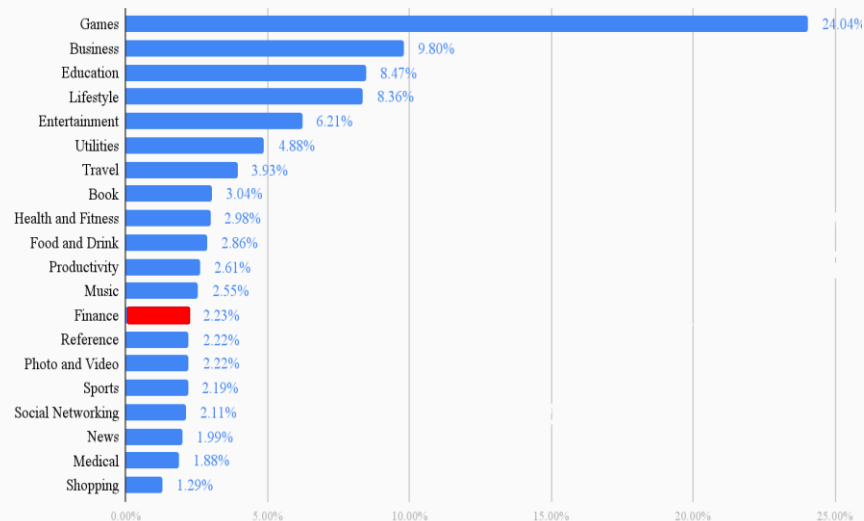
~ **1.8b**
Millennials in
the World



The problem

1. Lack of Savings Culture
1. Financial applications in the market are “slow” and expensive
2. Millennials have basic or limited understanding of the banking and financial market
3. Financial apps are usually paid apps and mostly focused on businesses rather than consumers

App Store Market share per category (Statista retr. June 2017)





The solution

- ★ Free
- ★ Easy to use
- ★ Budgeting, goal setting and reports
- ★ Predictive Statistics of consumers habits

The team



**Ioannis
Ioannides**

MEng Mech. Eng., MBA

Engineering & Management



**Alexandros
Hadjixenophontos**

MSc Computer Science

Developer



**Michail
Alvanos**

PhD Computer Science

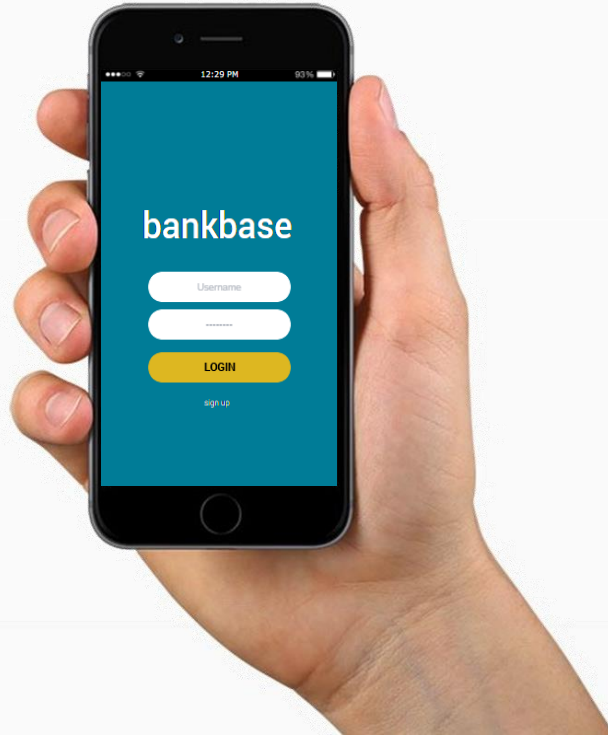
Computational Scientist



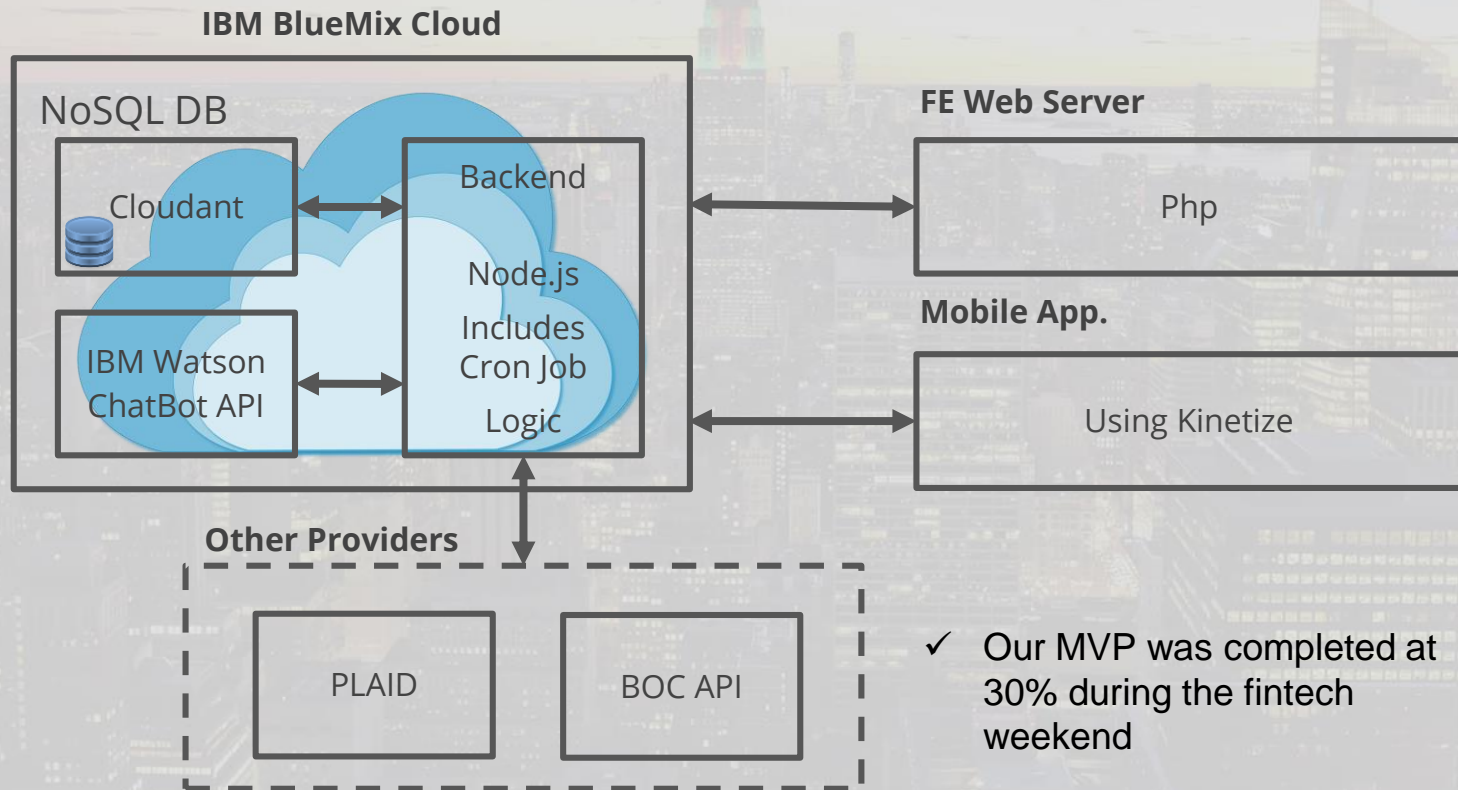
**Sotiris
Ioannides**

BSc Economics

Accounting & Finance



Integration



✓ Our MVP was completed at 30% during the fintech weekend

Impact

- ✓ Millennials and people aged 18-65 who have a bank account
- ✓ Develop a saving culture for millennials
- ✓ Improves procedures of the bank by communicating with clients directly, giving advice and suggesting banking products based on consumption behaviour
- ✓ Bridging the identified area for improvement of communication between user and bank

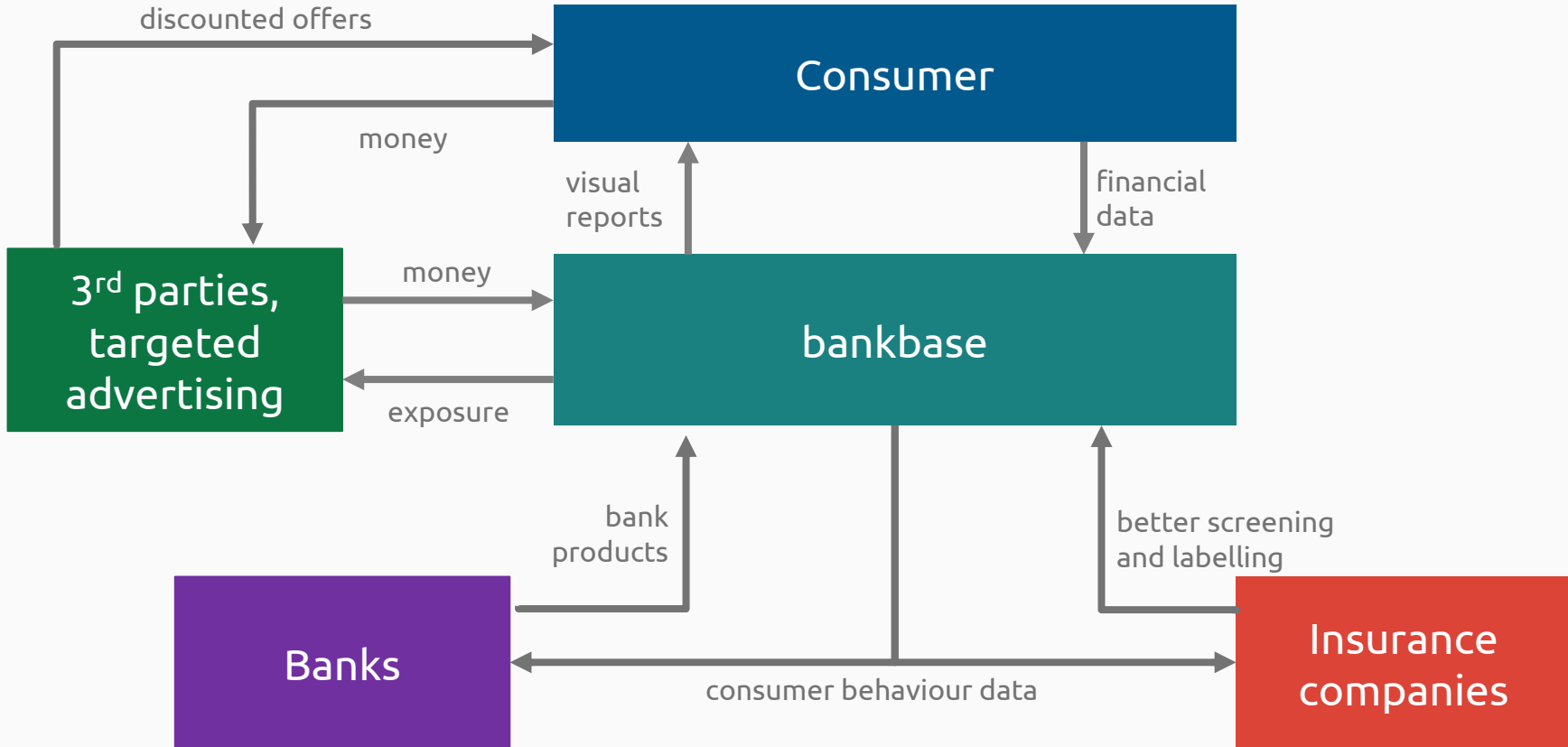
Innovation

- ✓ “Usual” solutions are slow and expensive.
- ✓ Opening a savings account could be done with a message request.
- ✓ Solves problem by continuous communication with chatbot and making transactions faster.
- ✓ Market Segmentation (focus on millennials)
- ✓ The main incentive is that the app/software is free for the user.
- ✓ For the future (in-app purchases, minimization of data storage in our servers and 2 factor identification)

Business Model Canvas

Key Partners Bank of Cyprus European Banks Storage Service (S3) for data storage	Key Activities Budgeting Product and Service Promotion Development of platform and services Customer Support	Value Propositions Free model Online storage: backup Accessibility: universal app Simplicity of User Interface Automatic sync of data Risk reduction: reliability of information provided	CRM Account Management for customers Personal Assistance through tech support B2C support in forums Automated support	Customer Segments Millennials Ages from 18-65 Everyone that has a bank account
	Key Resources Physical assets (computers, servers) Intellectual assets (brand, customer database) Financial resources		Channels Homepage User referrals Tech forums Partner referrals Posts and video	
Cost Structure Own capital		Revenue Streams Pricing Mechanism: advertisements, banking and insurance products Payment Model: free for user		

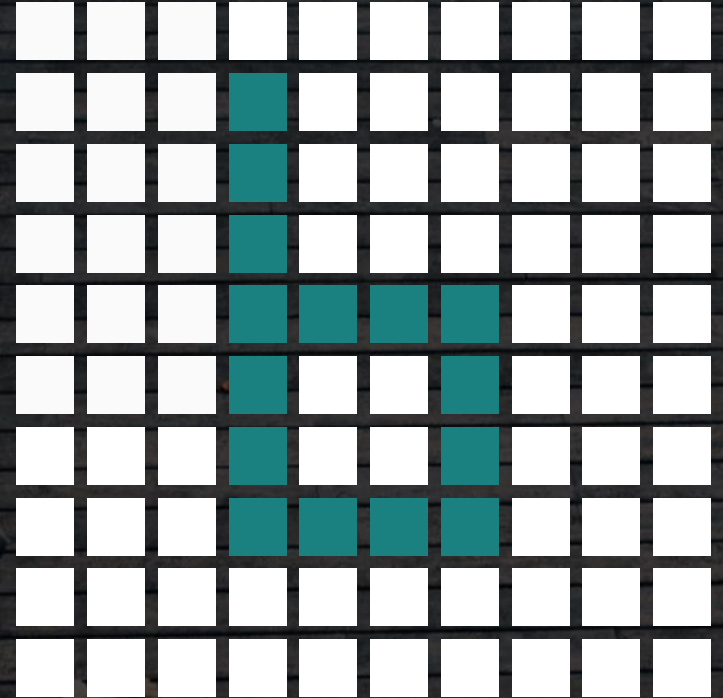
Revenue Model



Why now?

bridge communication
between millennials and
banks

ease of user interaction



Questions?

bankbase