



Moolah

Social Feed & Dashboard Proposal

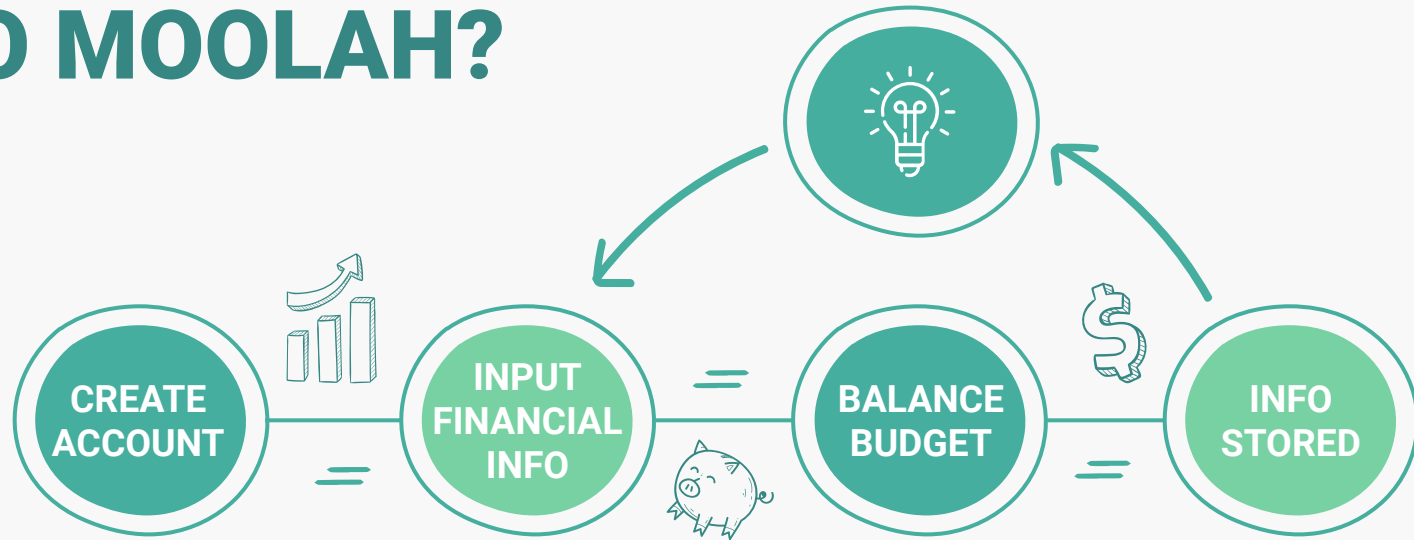
Bryce Dugger & Clara Hancock

OUR GROWTH HAS BEEN STUNTED

SINCE THE LAUNCH OF OUR PRODUCT, MOOLAH'S
RETURN CONSUMER ENGAGEMENT HAS BEEN LOW.



WHAT BRINGS OUR CUSTOMERS BACK TO MOOLAH?



PANDEMIC BUDGETING



It's time for a fresh start!

**How are Americans budgeting
during the COVID-19 pandemic?**

*Many US Americans have been
forced to create budgeting during
these difficult financial times.*

18.6 million

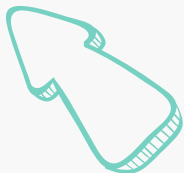
jobless claims in the US

6.2%

Is the current US unemployment rate

10.9%

Is the current US unemployment rate for 16 to 24 year olds





Meet Annabelle



- Currently using Moolah to budget
- Young professional in her 20s who lost her job during the pandemic
- Worries about her finances (i.e. student loans, rent, etc.)
- Doesn't feel engaged or motivated by budgeting





Meet Annabelle



I need a platform that helps me actively engage with budgeting my money because I need to develop healthier spending habits by thinking about my money on a regular basis



OUR SOLUTION

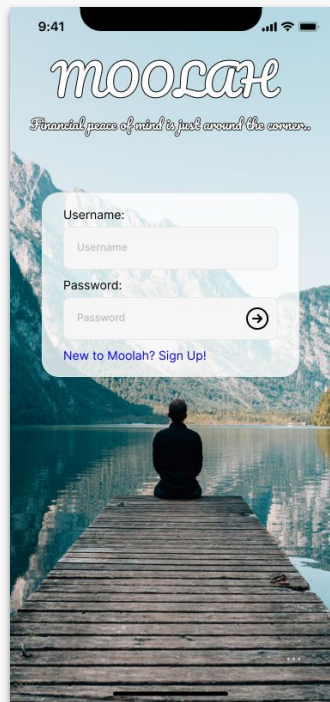


We believe that by creating a social dashboard on our Moolah website, then customers will be able to interact with other users and be more engaged to feel more confident about their expenses.

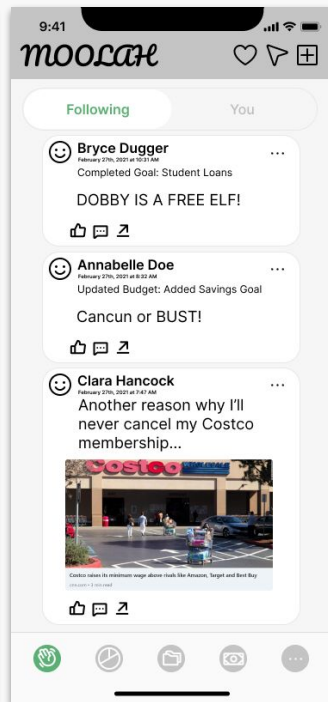
Moolah's

**SOCIAL MEDIA
DASHBOARD FOR
BUDGETING**

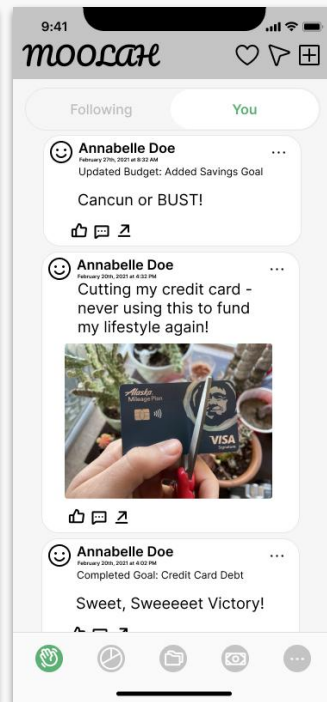
MINIMUM VIABLE PRODUCT



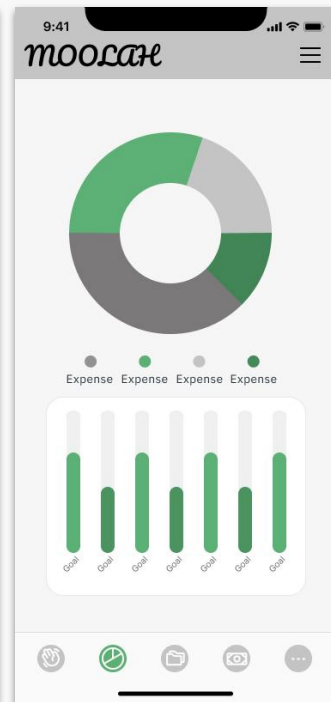
LOGIN



SOCIAL FEED
FOLLOWING

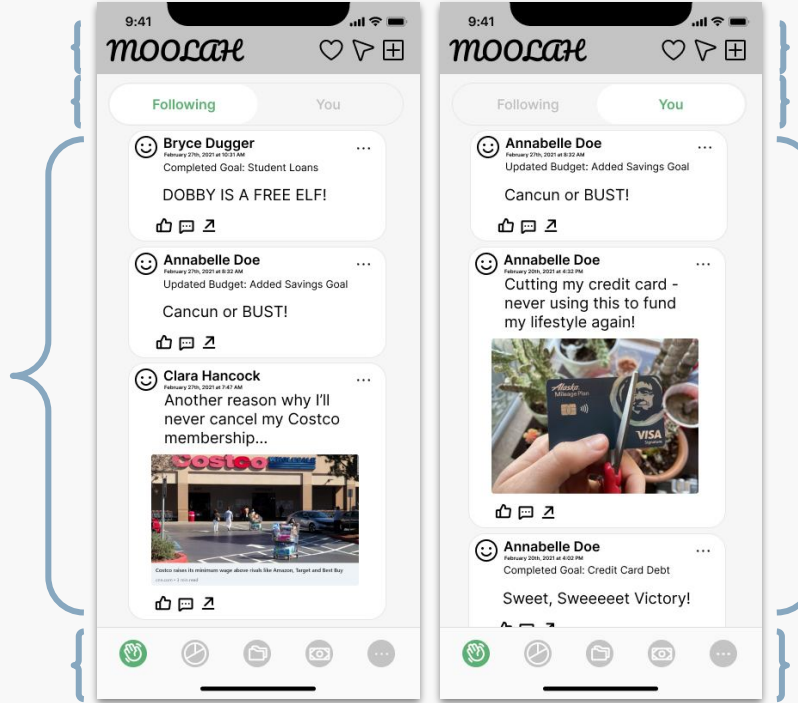


SOCIAL FEED
YOU



DASHBOARD

SOCIAL FEED



IMPRESSIONS,
DISCOVER & NEW
POST



SEGMENTED CONTROL
FOLLOWING ↔ YOU



POSTS & UPDATES



NAVIGATION BAR

POSTS & UPDATES



Bryce Dugger

February 27th, 2021 at 10:31 AM

Completed Goal: Student Loans

DOBBY IS A FREE ELF!



ACCOMPLISHMENTS



Annabelle Doe

February 27th, 2021 at 8:32 AM

Updated Budget: Added Savings Goal

Cancun or BUST!



BUDGET UPDATES



Annabelle Doe

February 20th, 2021 at 4:32 PM

Cutting my credit card -
never using this to fund
my lifestyle again!



WHAT'S ON YOUR MIND?



Clara Hancock

February 27th, 2021 at 7:47 AM

Another reason why I'll
never cancel my Costco
membership...

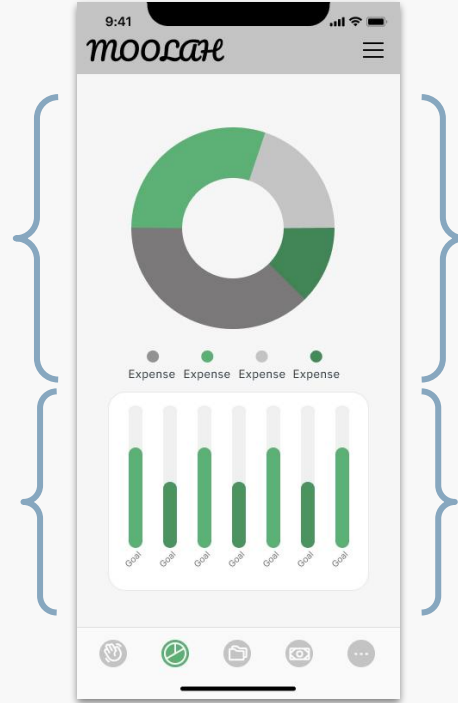


Costco raises its minimum wage above rivals like Amazon, Target and Best Buy.
costco.com • 3 min read



WHAT HAVE YOU READ?

DASHBOARD



REVIEW CATEGORIZED
IMPACT OF YOUR
BUDGETED EXPENSES



SEAMLESSLY
MONITOR PROGRESS
OF YOUR GOALS IN
ONE PLACE

MARKET ESTIMATION

Total Addressable Market:

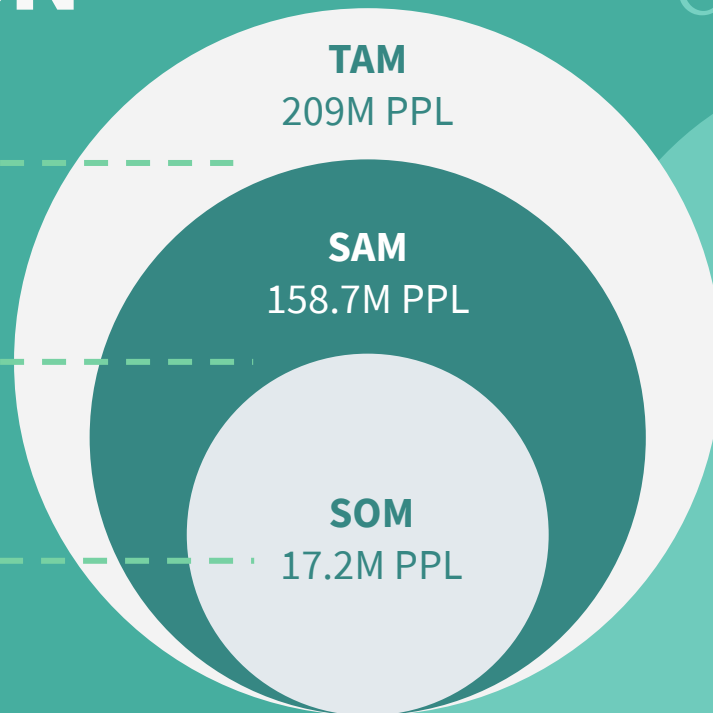
Amount of people over the age of 18 in the US who are independent from their parent's income.

Serviceable Addressable Market:

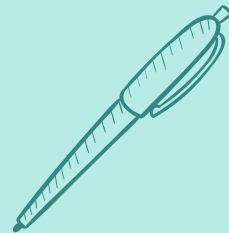
People in the workforce and unemployed over the age of 18.

Service Obtainable Market:

Young professionals between the ages of 21 - 25 who actively engage with social media.



COMPETITIVE ANALYSIS



	Customize spending categories	Create personal budgeting goals	Connects to financial accounts	Live alerts/push notifications	Application is free	Gamify/social features
MOOLAH	✓	✓	✗	✗	✓	✓
GOOD BUDGET	✓	✓	✗	✓	✗	✗
MINT	✗	✓	✓	✓	✓	✗
YOU NEED A BUDGET	✓	✓	✓	✗	✗	✗

WHAT WOULD SUCCESS LOOK LIKE?

DRIVE USER ENGAGEMENT

80% of users return more
than once a week

70% of weekly users
update their budget

DEVELOP BEST-IN-CLASS BUDGETING APP

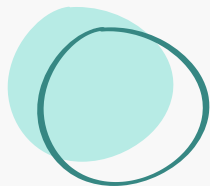
Average rating of 4.5/5
from users after launch

Total users increase 50%
by Q4

EXPAND USER RETENTION




30% increase in
downloads / new profiles

New users use engage
with Moolah more than
once





PRODUCT ROADMAP

-  Social engagement
-  Expanded user engagement
-  Expanded budgeting resources

Q2 2021

Social Dashboard

Create a post

Budget Dashboard

Like
button

Comment
button

Option to post
to other social
media accounts

MVP

Q3 2021

Social notifications

Starting budgeting
sequence

Option to budget with
friends for a certain goal

Q4 2021 & Onwards

Leaderboard on
budgeting with ranks
and wellness score

Investment platform/options

Gamify feature with
monetary rewards

THANKS

Do you have any questions?



bryce.dugger@outlook.com



clarachancock@gmail.com



moolah-bd.herokuapp.com



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