

FiGoals

Team

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- Problem We Are Solving

○ *People **lack efficiency** towards budgeting their money for desired items*

Based on our user interviews:

- People had budgeting plans, however....
 - They had no efficient way to track their savings for a specific item

- Target Market

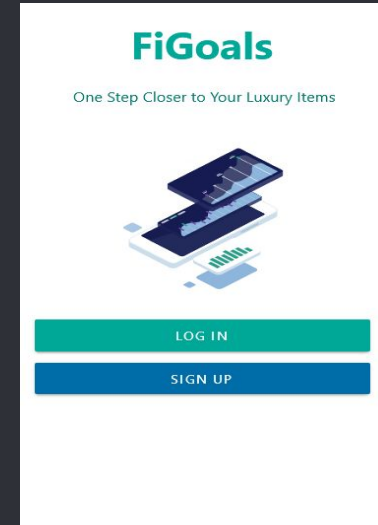
The students on CCNY are our main user base to help them stay on track with their financial goals.



- The Solution

- Figoals

- **Companion App** to those who want to an efficient way to budget towards a specific goal
- Helps users reach their goals faster
 - By setting a goal amount for their desired goods
 - User-Friendly way to track **ALL** your items
 - Which prevents overspending



● Our Successes

○ Building a better application based on user feedback

- **Thanks to the first 10 CCNY users**
 - We gained our first feedback and were able understand the underlying problem
 - Budgeting wasn't the issue, there wasn't an efficient way to track their savings for a specific item
- **The next 8 CCNY students gave us feedback to improve our second iteration**
 - We were able to create a reinforced second iteration for our application with improved feature and removed unnecessary implementations

● Competition



Rocket Money

Them:

Limited budgeting tracker that monitors spending by category

Us:

Focused on improving user's savings for specific items



Mint

Them:

Tracking cash flow using bank account information

Us:

Bank-Free solution to keep track of finance for desired goods



Acorns

Them:

Rounded Amount goes into investment

Us:

Not focused on investments, rather, users can write down their goals and keep track of their spending

● Business Model

*Our business model is designed to offer a **high-quality app experience on all mobile platforms** that focuses on our user experience and helps them **achieve their financial goals** one step at a time. We believe that our **milestone reward system** will allow us to incentivise our users, encouraging them to reach their desired goal.*

In terms of **revenue**

- we're benefiting from
 - **advertisements** placement in all our free users
 - cash flow from **premium access** form our users
 - ad-free experience
 - customized milestone badges
 - automation system



- Customer acquisition

- Flyers around the school (specifically the 6th floor of NAC for Colin powell students)
- Posted on social media for more engagement and the CCNY website.
- Find clubs related to technology/finance to introduce our app (Zahn innovation center)
- Set up tech booths to gain face-to-face app usage and feedback around the school.

Market Sizing

Total Potential Market Opportunity

- Total market = 34.4 Million * \$3.00
- Total Market size in one month = \$103.2 million
- **Total Market size in one year = \$1.2 Billion**

Total Addressable Market

- Total Addressable Market = 34.4 Million * \$1.00
- Total Addressable Market size in one month = 34.4 Million
- **Total Addressable Market size in one year = 412.8 Million**





Expected Market Share

Expected share in one month = \$ 2.4 million

Expected share in one year = \$ 28.8 million

- Funding

○ Asking for \$200,000

What are we going to do with it?

- Improve Automation for budgeting.
- Software Engineer
- Marketing
 - Social Media Ads (boost your product on big social media platforms)



FiGoals Application

