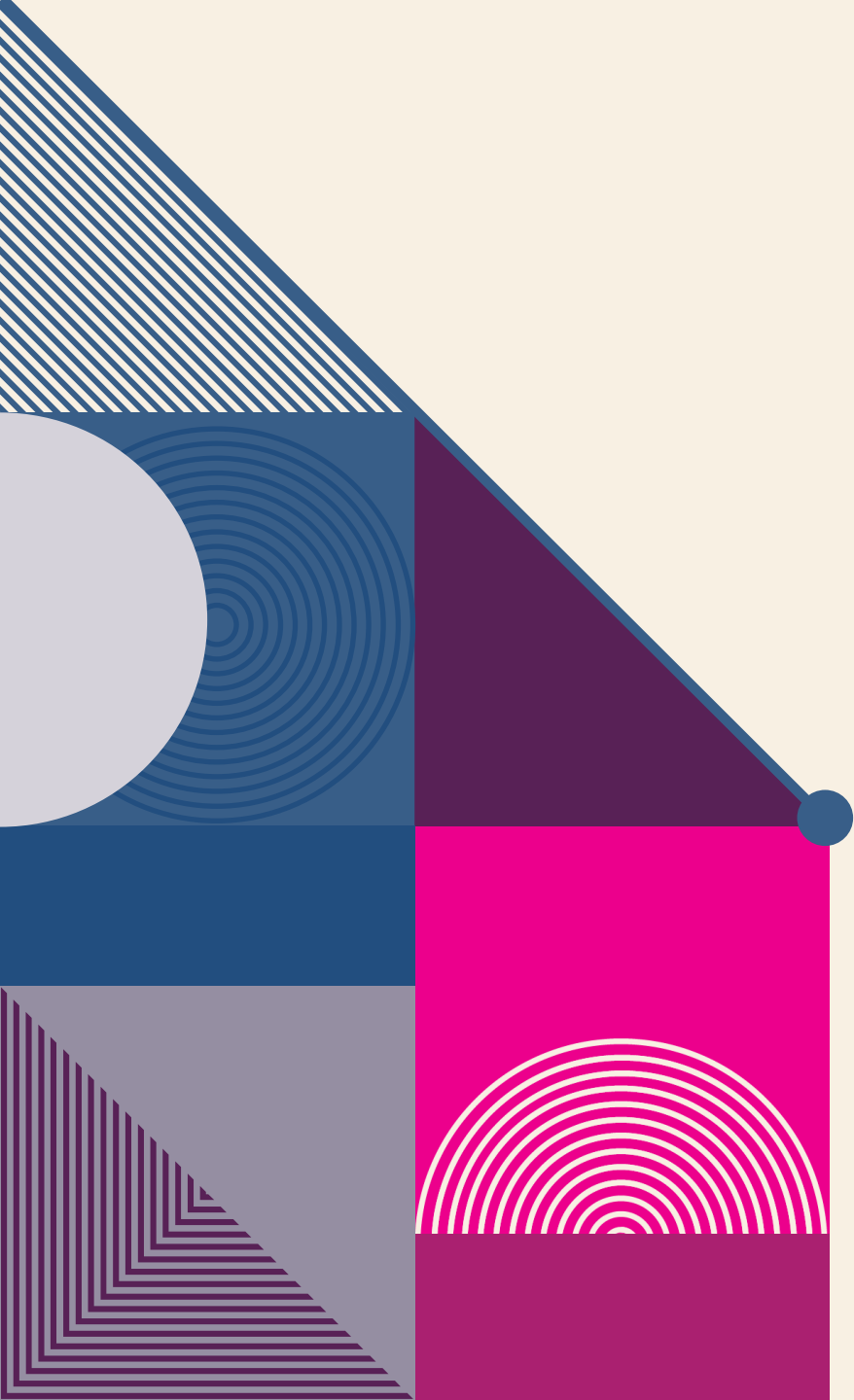


An abstract geometric design on the left side of the slide. A diagonal line runs from the top-left corner towards the bottom-right. To the left of this line, there are several geometric elements: a dark purple triangle at the top-left; a white circle on the diagonal line; a light blue square containing concentric circles; a light grey semi-circle; a pink triangle with diagonal lines; a pink square with concentric lines; a blue square; a grey triangle; and a pink triangle at the bottom. The background of the slide is a solid blue color.

THE PITCH



PROBLEM

Whenever I go grocery shopping, I tend to go over budget. Budgie is going to be an app to solve this problem by making it easier to manage budgeting while you shop.

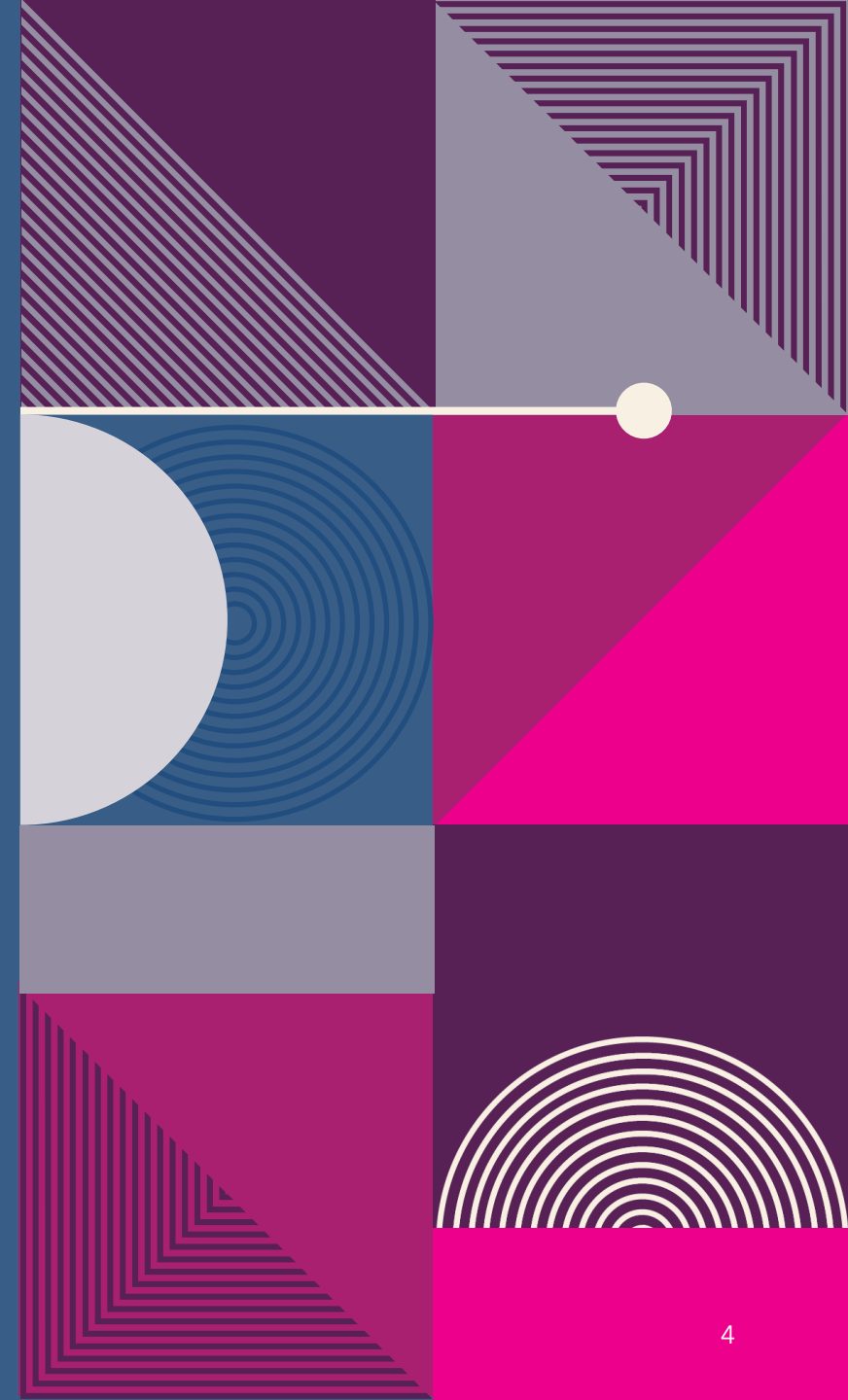


INSPIRATION

While Budgie wasn't my idea originally, I really thought it to be a useful and great idea. I think Budgie could end up being an essential app for when I go grocery shopping and maybe after some time others will feel the same way.

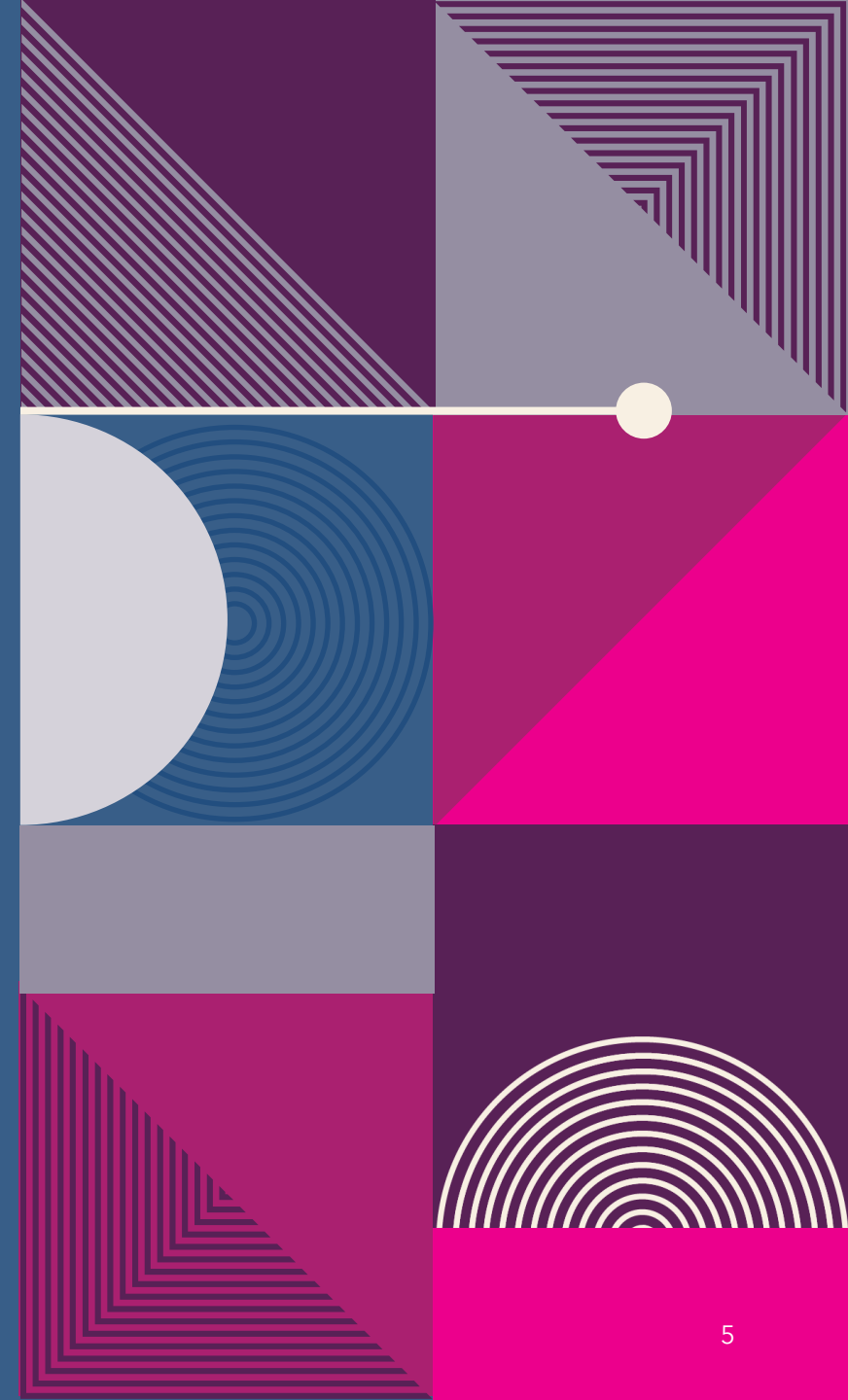
SOFTWARE SOLUTION

Budgie is a multifunction budgeting application where the user can set a budget and they will be notified when they have either completed their shopping list or gone over budget. Budgie will include a barcode scanner and ways to automatically check off items on your grocery list, as well as on the go shopping list editing. Budgie will be an essential part of anyone's shopping trip and could also be used for other types of shopping.



CATEGORIZATION

I think the best category for Budgie is either Lifestyle or Finance. Since the whole function of the app is to help with budgets and get what you need at the store.





PLATFORMS AND TECHNOLOGY

At this point in development, we know we are going to need the following:

- .NET Maui
- Barcode API
- IronPython

EFFECTIVE DELIVERY TECHNIQUES

While Budgie is going to be designed for a general audience the most common user will be female users, with children, between the age of 25 and 45 as they are the group that does most of the family grocery shopping and since they need to get food for multiple people the budgeting will be slightly harder for this demographic.



THE THREE DEVELOPEERS

- Ethan - Machine Learning and Barcode API Work
- Saul - Camera usage implementation
- Steven - Front end/Visuals

In addition, to get as much done as possible all three of us are going to work on general case programming problems that come up during development.



COMPARABLE PRODUCTS

While our app is more specialized the following are some comparable products to Budgie

- Goodbudget

Goodbudget is a general use budget app where you can share budgets with others and helps encourage saving with the envelope budgeting method.

Link: goodbudget.com

- Fudget

Fudget is a nice-looking general use budget app. The main problem I have with it is that part of the app is blocked behind a yearly paywall.

Link: www.fudget.com



FEATURES

A Features

- Make shopping lists on the fly
- Be able to edit quickly during a shopping trip.
- Barcode scanner
- Label scanner.
- Be able to set budgets
- Get notified at a certain threshold or thresholds during the shopping trip.

B Features

- Spend habits tracking
- Geolocation

C Features

- Ability to share shopping list sets.

An abstract geometric design on the left side of the slide. It features a dark blue background with various geometric shapes and patterns. A white circle is positioned near the top left. Below it, a light blue semi-circle is visible. To the right of the semi-circle, there is a pink triangle with diagonal lines. Further down, there is a pink square with a pattern of concentric lines. At the bottom, there is a pink triangle with a pattern of concentric lines. The overall design is modern and minimalist.

THANK YOU