



**Cairo University**

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## Personal Budgeting

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## April of 2025

### Problem Selection:

National FinTech Problem Statements 2019 -> Financial Literacy:

Millennials lack knowledge the importance of personal management. How can we educate them about personal financial management and long term investment?

**3**

Millennials lack knowledge the importance of personal management. How can we educate them about personal financial management and long term investment?



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# 1.Insights

Many countries and people have faced the same challenge, and using a personal budget was the smart and simple way to improve their financial life.

With the rise in prices and the growing daily needs, understanding and managing a personal budget is no longer a choice it's a must. A personal budget helps people control their spending, save for the future, and stay ready for any financial challenge. Learning how to track income and expenses is the first step to achieving dreams, avoiding debt, and living with financial peace of mind.

## Global Practices

### 1. USA: You Need A Budget (YNAB):

first started in 2004 as a free Excel tool. By 2015, it evolved into a global budgeting application, now used by more than **4 million users** worldwide.

#### Why it's popular?

YNAB is a simple and user-friendly app that helps people track their budget and save money. Its success is due to:

- Ease of use.
- Support from financial education programs and institutions.
- Focus on user goals and clear financial planning.

The app starts with a few easy questions:

- Do you have debts?
- What is your dream?
- How old are you?

These questions help build a personal budget plan and motivate users to control their expenses.

Link: <https://app.ynab.com>

Questions To Make Page For users:

The screenshot shows the initial setup questions for the YNAB app. The first question is "Who do you spend money on?" with a list of categories: Household, Other adults, and Taxes (all marked "Not budget"). The second question is "Are you saving, or planning to, for any of these?" with a list of goals: Emergency fund, Retirement, Investments, New home, Vacation, Baby, and Wedding (all marked "Not budget").

control their expenses:

The screenshot shows the YNAB app interface for April 2025. It displays a budget overview with a target of \$1000.00. The interface includes a list of categories (Household, Other adults, Taxes) and a summary of the budget. The "Household" category is highlighted, showing a total of \$1000.00. The "Other adults" category shows a total of \$0.00. The "Taxes" category shows a total of \$0.00. The interface also includes a "New Budget" button and a "Go to Budget" button.

## 2. Singapore :MoeySense (Government initiative):

MoneySense is a national program launched by the Singapore government in 2003 to help people manage their money better. The goal is to make financial knowledge simple and available for everyone.

### Why it's special?

- It offers free tools, guides, and tips on saving, budgeting, and investing.
- It helps users plan for daily expenses, future goals, and even retirement.
- The program also runs workshops and online courses for all age groups.

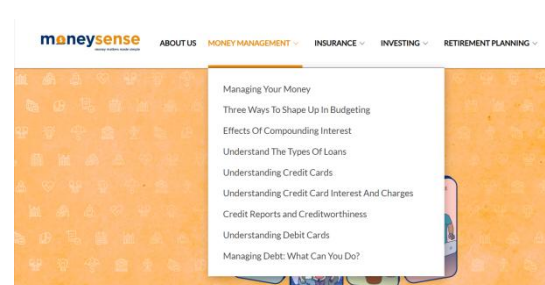
MoneySense has made financial education a part of daily life in Singapore. Thanks to this program, more people have learned how to make smarter money choices and avoid debt

Link: <https://www.moneysense.gov.sg>

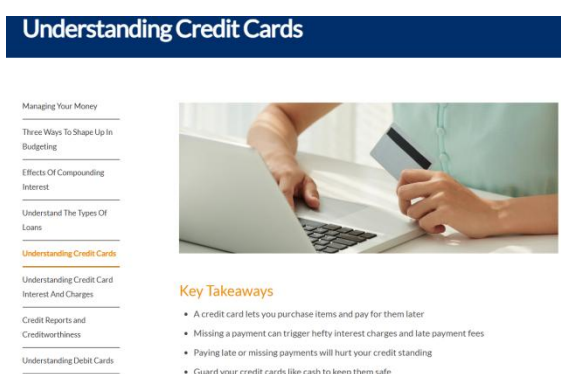
The main page:



Simple navigation bar and a lot of choices:



Explanations:



Simple explanations:

### What Is A Credit Card?

A credit card is a form of borrowing and allows you to borrow up to the credit limit set for your card. Whatever you charge to your credit card is called the outstanding or unpaid balance. It represents what you owe.

You can pay your outstanding monthly balance in full, make a partial payment or pay the minimum sum. However, a high interest charge (25% to 29% per annum) will apply on the balance and any new transactions charged.

### Key Features

The key features of credit cards include the following:

#### Annual Fees

This is a membership fee which you have to pay for the use of the credit card.

#### Monthly Statement

Your bank will send you a monthly statement (i.e. bill) with details of your credit card spending for the month. Check your statement carefully to keep track of how much you had spent. Let your bank know if there are transactions which you do not recognise or if anything is unclear.

### 3. UK: MyMoneySense by NatWest :

MyMoneySense is an easy-to-use website, known for its **simplicity and attractive design**. This bank-led initiative offers **interactive tools, helpful articles, and fun learning modules** created especially for both individuals and schools.

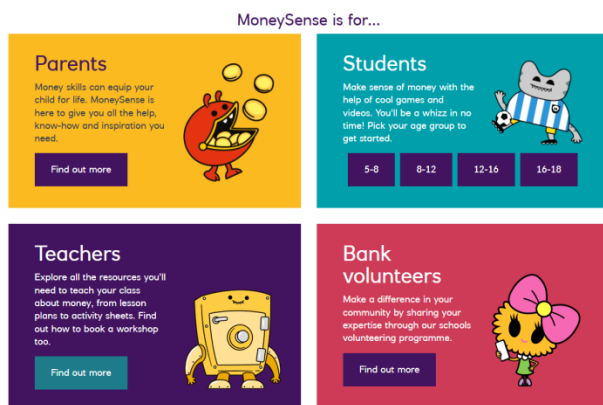
The platform focuses on:

- Teaching basic money management skills.
- Helping users create and follow a personal budget.
- Making financial education simple and fun through games and real-life scenarios.

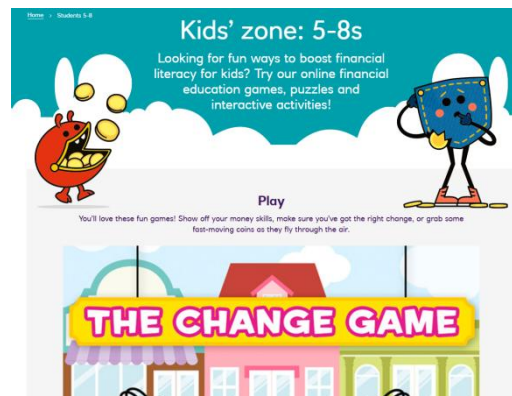
This approach encourages young people and adults to build strong financial habits early and apply them confidently in their daily lives

Links: <https://natwest.mymoneysense.com>

#### Attractive and easy design:



#### Games For children :



#### Articles for parents:

##### Helpful resources for parents

Articles and guides to help you with your children's learning at home



#### Educational videos for children:

What are the links between jobs and money?



## Local Practices

In Egypt, personal budgeting practices are still developing, with many individuals relying on traditional methods such as mental tracking or handwritten notes to manage their finances. While local digital solutions like Telda and Masary are emerging, they have yet to reach the popularity and sophistication of global tools such as YNAB or Mint.

To address this gap, the Central Bank of Egypt (CBE) has launched national initiatives aimed at enhancing financial literacy and promoting savings habits among citizens.

For example, the "Ashan Bokra" campaign encourages individuals to adopt better saving practices and utilize formal financial services. Additionally, the CBE's Financial Inclusion Report 2023 highlights ongoing efforts to expand financial awareness and improve access to financial tools, including the promotion of simple budgeting frameworks such as the 50-30-20 rule, which allocates 50% of income to essentials, 30% to flexible spending, and 20% to savings or debt repayment. These steps reflect a growing recognition of the need for user-friendly digital solutions tailored to the local context.

## Want To Learn More about Personal Financial Management?

Last Updated: 23 Mar 2023





## Comparative Analysis:

When comparing personal budgeting practices in Egypt to those in other countries, it becomes clear that Egypt still faces challenges in terms of financial awareness and access to modern budgeting tools and technologies. The majority of Egyptians continue to rely on traditional methods, such as using pen and paper or mental calculations, which are often outdated and ineffective for managing finances in today's world.

In contrast, many countries have implemented comprehensive programs to support financial literacy and personal budgeting from an early age. For instance, in the United Kingdom, there are government-supported platforms designed specifically for children, using games and interactive videos to teach budgeting skills in a simple and engaging way. Parents also receive guidance on how to educate their children about saving, spending, and financial planning, with schools playing an active role in reinforcing these concepts. This integrated approach ensures that financial awareness is built from a young age.

Similarly, countries like Singapore have developed official government websites that provide citizens with practical financial education, including personal budgeting. These platforms offer free tools, templates, and resources to help individuals improve their financial well-being and make informed money decisions.

Moreover, in several countries, mobile applications have become essential tools for managing personal budgets, reducing debt, increasing savings, and planning for future goals. These apps combine user-friendly features with powerful financial insights to make budgeting simple, accessible, and effective.

In Egypt, while there are ongoing efforts by institutions like the Central Bank to raise financial awareness through national campaigns and inclusion initiatives, there is still a strong need to expand these efforts and encourage more people to adopt modern budgeting practices. Promoting personal budgeting can empower individuals to achieve their financial goals, avoid debt, and build a more secure financial future.



### استراتيجية الشمول المالي

#### تعريف الشمول المالي

إتاحة مختلف الخدمات المالية للاستخدام من قبل جميع فئات المجتمع من خلال القنوات الرسمية بجودة وتكلفة مناسبة مع حماية حقوق المستفيدين من تلك الخدمات بما يمكنهم من إدارة أموالهم بشكل سليم.

#### الشمول المالي في استراتيجية التنمية المستدامة "رؤية مصر 2030"

يُعتبر الشمول المالي أحد الركائز الأساسية لتحقيق أهداف التنمية المستدامة



### الإطار العام لاستراتيجية الشمول المالي



## **2. SWOT and GAP Analysis:**

### **2.1 SWOT Analysis**

#### **Strengths**

##### **1. Visibility and Tracking:**

Personal budgeting gives you clear control and understanding of your money. Unlike random spending, budgeting helps you track where your money goes. This makes it easier to make smart spending decisions and avoid surprises. It builds a more organized and responsible financial life.

##### **2. Goal Achievement:**

Budgeting helps people reach their financial goals. Without a plan, money often disappears without any real progress. A clear budget helps you save for both short-term and long-term goals like buying a car, traveling, or starting a business. It gives your money a clear direction.

##### **3. Customizability:**

Budgeting is flexible. It can fit your income, lifestyle, and future plans. Whether you are a student, a young worker, or a family person you can build a budget that matches your needs. And you can always adjust it when your situation changes.

##### **4. Financial Discipline:**

A budget teaches you self-control and smart decision-making. Over time, it helps you avoid random or emotional spending and encourages you to use your money wisely. This habit makes your financial future stronger and more stable.

##### **5. Emergency Preparedness:**

A good budget helps you save for emergencies. When unexpected things happen like car repairs, medical bills, or job loss you will be ready. This makes financial problems easier to handle and gives you peace of mind.

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#### **Weaknesses:**

##### **1. Lack of Financial Awareness:**

Many people don't fully understand the value of personal budgeting. They might think budgeting is difficult or unnecessary, which causes them to waste money or live paycheck to paycheck.

##### **2. Limited Use of Technology:**

In Egypt, personal budgeting apps or digital tools are not widely used. Most people still depend on pen and paper or mental notes, which makes it hard to track and manage money effectively.



### **3. Cultural Habits:**

Some people are not used to planning their expenses or setting financial goals. This habit leads to random and emotional spending without thinking about the future.

### **4. Income Instability:**

For people with unstable or low income, making a budget can be difficult, as their money often goes to cover basic needs, leaving little room for savings or planning.

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## **Opportunities:**

### **1. Financial Education:**

Budgeting gives a great chance to improve financial knowledge. It teaches people how to manage their money better, which helps with smarter financial decisions in the long run.

### **2. Technology Integration:**

With the growth of fintech, budgeting tools can become much easier and more efficient. Features like automation and AI can make budgeting faster and more accurate, which fits well with Egypt's digital transformation plans.

### **3. Life Planning:**

Budgeting can go beyond money management. It helps link spending to life goals and personal values, leading to better decision-making and more purposeful living.

### **4. Partnership with Banks:**

Apps can work together with banks to offer special services — like automatic saving plans, financial advice, or discounts for users.

### **5. Growing Digital Payment Systems:**

As more people use digital wallets and online banking, personal budgeting apps can connect with these systems to give users a full view of their spending.

### **6. Government Support:**

If governments support financial education, they might recommend personal budgeting apps to schools and families, which will increase users.

## **Threats:**

### **1. External Economic Factors:**

Personal budgets are vulnerable to broader economic conditions like inflation, economic downturns, and market volatility. These factors can disrupt well-designed budgets and require flexibility and contingency planning to remain effective during economic uncertainties.

### **2. Income Instability:**

Modern work patterns, including gig economy jobs and commission-based pay, create income volatility. This unpredictability can make it harder to apply traditional budgeting methods, which assume a stable, monthly income.

### 3. Lifestyle Inflation:

As income increases, so do social and cultural pressures to increase consumption. This phenomenon, known as lifestyle inflation, can undermine budgeting success. Even with higher earnings, failing to maintain disciplined spending habits can hinder financial growth.

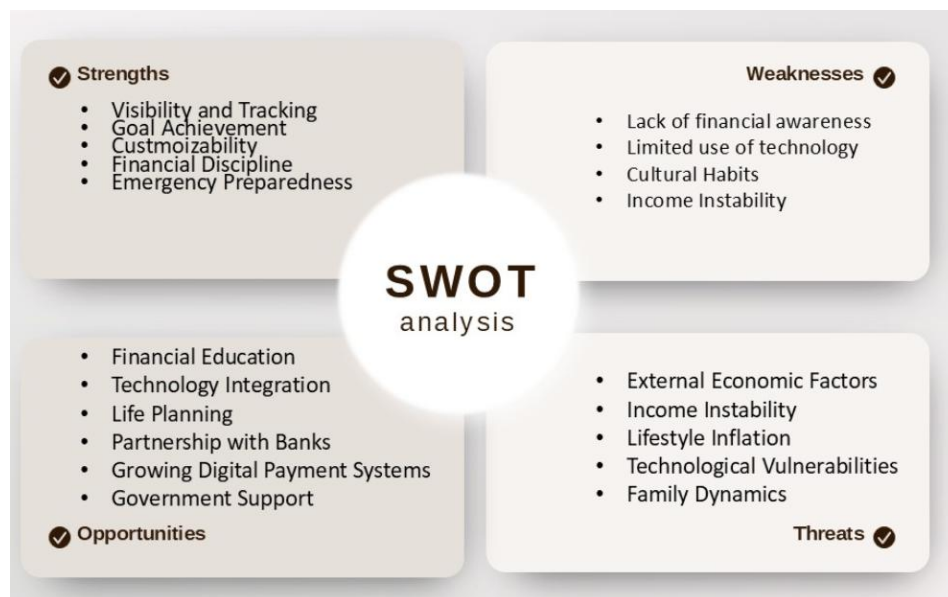
### 4. Technological Vulnerabilities:

While digital budgeting tools offer convenience, they also introduce cybersecurity and data privacy risks. Financial data stored in apps can attract hackers, and concerns about how providers handle user data may reduce trust in these tools.

### 5. Family Dynamics:

Budgeting within households can face challenges due to differing financial priorities and attitudes. Disagreements about spending, saving, and financial goals among family members can create tension, complicating the budgeting process and hindering its success.

We can summarize all this point in this:



## 2.2 GAP Analysis:

There is a clear gap in the market in the lack of awareness of personal budgeting software among users, especially in Egypt and Arab countries, compared to foreign countries. Although financial planning has become a necessity with the rising cost of living, many individuals do not realize the importance of these tools or how to benefit from them.

### Gaps in Egypt:

Major Problem	Gap	Opportunity for Innovation
Lack of Financial Awareness and Literacy.	In Egypt, awareness programs about personal budgeting are limited and not accessible to all social classes.	Develop financial education programs for schools, universities, and online platforms to embed financial skills early in life.
Lack of Financial Data Integration.	Most apps in Egypt lack integration with local banks, forcing users to manually input data, risking errors.	Create applications integrated with Egyptian banks and e-wallets for real-time data updates and enhanced user convenience.
Lack of Intelligent Spending Analysis.	Existing tools only record expenses without offering insights or recommendations for improving financial health.	Incorporate AI-driven analysis and reporting that provides users with actionable financial advice and goal tracking.
Lack of Awareness About Saving and Investing.	Users tend to focus on daily expense management rather than long-term wealth building through savings and investments.	Develop apps or platforms that guide users in saving and investing smartly, introducing them to stocks, funds, and local opportunities.
Communication and lanaguage	Limited apps with accurate Arabic translation and RTL (right-to-left) design.	Add Arabic and English to the program.

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### Global Solutions:

Gap in Global Solutions	Opportunity for Innovation
Foreign apps do not support Egyptian wallets or local banks, and often use a language that is difficult for many Egyptians.	Create a user-friendly, fully localized Egyptian budgeting app that supports Egyptian banks and e-wallets, and offers clear Arabic language.
Complex technology and too many unnecessary features that overwhelm average users.	Develop a simple, intuitive Egyptian budgeting app with only essential features, designed for everyday use by all income groups.

### 3. Target Customers (Segmentation)

#### *1) Customer Segments*

##### **1. Young Adults (Aged 18-30)**

Young adults who are largely unbanked and rely primarily on cash for daily transactions.

This segment presents a strong opportunity for financial inclusion, as they are actively looking for simple, affordable solutions to manage daily expenses and save for short-term goals.

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##### *2. Financially Stretched Middle Class*

Middle-class individuals and families who face challenges in balancing their income with rising living costs.

They need easy-to-use tools for tracking expenses, identifying saving opportunities, reducing debt, and building emergency funds.

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##### *3. Micro and Small Entrepreneurs*

Small business owners who often mix personal and business finances, impacting the growth and sustainability of their ventures.

They require solutions to monitor revenues and expenses separately, and make more informed financial decisions to support business success.

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##### *4. Digital-First Gen Z*

Tech-savvy young people raised in the digital era, expecting financial services that match their fast-paced, connected lifestyles.

They prefer instant, engaging, and user-friendly applications enhanced with social features, gamification, and competitive elements.

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##### *5. Financial Dependents in Transition*

Students and recent graduates shifting from financial dependence on family to managing their own finances.

They are looking for tools that help build basic financial habits, avoid common money pitfalls, and start establishing a positive credit history.

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## 2)Demographics:

Attribute	Details
Age Range	18 – 40
Income	300-1000EGP/monthly
Education	moderate to high educational levels
Location	Egypt
Occupation	
Technology	Smartphone and financial app users, but not deep financial software experience.

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## 4.Solution Details

### 1)Proposition:

To increase awareness about financial budgeting, we need to develop an app that helps people manage their personal budgets. The app should be easy to use and user-friendly. We can also add a document section that provides information about major financial concepts, like the examples used in Singapore. This feature will help people learn more about finance and raise their financial awareness.

### A. Purpose and Goals

#### 1. Start Budgeting

- The essential purpose of a budget is to ensure you live within your means while setting aside money for future expenses.
- Budgeting doesn't require strict spreadsheets, start by subtracting average expenses from income. For stricter control, allocate fixed amounts to categories (e.g., groceries, rent).
- Example: The average family of four spends **\$7,095/month** on essentials (housing, food, bills). Track your own spending for **3 months** to build a realistic budget.

#### 2. Build Your Savings

- Savings prepare you for emergencies (medical bills, car repairs) and future goals (home, vacation).
- **Short-term goals** (e.g., vacation): Save monthly for **6–12 months**.
- **Long-term goals** (e.g., home down payment): Use high-yield accounts or investments.
- **You can** Automate transfers to a separate savings account to stay disciplined.

#### 3. Improve Your Credit

- A strong credit score unlocks better loan rates and approval chances.
- **How to build credit:**
  - Pay bills **on time**
  - Pay off debts.
  - Keep credit card balances **low**.

- Avoid opening too many lines of credit
- Check your reports regularly

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## B. Key Features and Functionality

1. **Income & Expense Tracking**
  - Log transactions manually or sync bank accounts and e-wallets for automatic tracking.
  - AI categorization to label spending (e.g., "Food," "Utilities," etc.).
2. **Budget Creation**
  - Set monthly limits per category (e.g., \$500 for groceries).
  - Receive alerts when nearing or exceeding budget caps.
3. **Goal Setting**
  - Create personal savings or investment goals.
  - Visual progress bars show savings growth over time.
4. **Reports & Insights**
  - View spending trends with charts and graphs (e.g., "You spend 40% on rent").
  - Get actionable insights into spending patterns.
  - Receive personalized suggestions (e.g., "Reduce dining out to once a week.").
5. **Bank & Wallet Integrations**
  - Secure APIs (e.g., Plaid/Yodlee) to sync with Egyptian banks, Vodafone Cash, and credit cards.
6. **User-Friendly Design**
  - Mobile app (Flutter) and web app (React.js) for cross-platform access.
  - Simple UI with color-coded budgets and one-click reports.
7. **Q&A Section (Financial Chatbot)**
  - Users can ask finance-related questions and get instant answers via a chatbot.
  - Supports common queries on budgeting, saving, debt, and investing.
8. **Tutorial & Awareness Section**
  - Educational content supported by the Central Bank of Egypt (CBE), similar to Singapore's model.
  - Interactive lessons and quizzes to encourage financial literacy.
  - Users collect points for completing activities, which can be redeemed for gifts.
9. **"Gameya" (Rotating Savings) Feature**
  - Users can create a digital *Gameya* (traditional rotating savings group).
  - One user acts as the admin to:
    - Set the total amount, duration, and payment schedule.
    - Assign payout months to each participant.
    - Record who has paid and who hasn't. Only the admin can edit, but all members can view their status.
    - Each participant has a personal page showing:
      - Their name, phone number, assigned payout month, and payment status.
    - The app sends notifications:
      - Reminders for upcoming payments.
      - Alerts for late payments.

## 10. Daily Financial Tips & Notifications

- Users receive daily push notifications with financial advice, money-saving tips, and motivational content.

## 11. AI Automated plans:

- It will suggest for you a plan to follow to manage your personal budget according to your answers of the questions that will be asked iteratively about your financial circumstances and your priorities.

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## C. Target Users

### 1. Individuals

- Manage daily spending and debt repayment.

### 2. Youth (18–30)

- Save for travel, education, or starting a business.

### 3. Freelancers & Entrepreneurs

- Handle **irregular income** and separate business/personal finances.

### 4. Head of the family

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## D. Technologies

### 1. Frontend

- **Web:** React.js/Angular for responsive dashboards.
- **Mobile:** Flutter (ios/Android).

### 2. Backend

- **Framework:** Node.js/Express.js or Django.
- **Database:** PostgreSQL (secure transaction storage).

### 3. APIs

- **Banking:** Plaid/Yodlee.
- **Payments:** PayPal/InstaPay (Egypt).

### 4. Security

- **Auth:** OAuth 2.0 + biometric login.
- **Encryption:** AES-256 for sensitive data.

## 5. AI : Chat bot and Automated AI

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## **2) Benefits**

### **1. Financial Inclusion**

The app empowers underserved populations, including youth and low-income segments, to actively manage their finances, thereby increasing their engagement with the formal financial system.

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### **2. Encourages Saving and Responsible Spending**

Through goal tracking and budgeting features, users are encouraged to adopt better financial habits, reduce unnecessary spending, and improve their long-term financial resilience.

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### **3. Increased Financial Literacy**

The app integrates educational content and visual analytics, helping users better understand essential financial concepts such as interest, debt management, and long-term planning.

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### **4. Cost Reduction for Financial Institutions**

By encouraging self-service and reducing financial mismanagement, the app can help lower loan defaults and facilitate more accurate customer risk assessments for financial institutions.

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### **5. Improves Accessibility to Financial Planning Tools**

With its mobile-first design, the app ensures that users from various geographic and economic backgrounds can access advanced budgeting features at little to no cost.

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### **6. Supports National Digital Transformation Goals**

The solution aligns with Egypt's financial inclusion strategy and Vision 2030 goals, aiming to expand digital services to underserved communities.

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## **3) Challenges**

### **1. User Adoption and Digital Literacy Gaps**

A significant portion of the target market may lack the necessary digital skills or financial confidence to use budgeting tools effectively, requiring dedicated user education campaigns.

## **2. Regulatory and Compliance Barriers**

Integration with financial institutions and handling personal financial data must comply with local regulations, including data protection laws and Central Bank requirements, to avoid legal and operational challenges.

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## **3. Cybersecurity and Privacy Risks**

Storing and processing sensitive user data presents risks of breaches or misuse. Ensuring strong encryption and transparent data handling policies will be essential for protecting users' privacy.

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## **4. Trust and Cultural Barriers**

Some users may be hesitant to trust digital apps with their financial information, particularly in societies where cash transactions dominate, requiring trust-building efforts and cultural awareness.

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## **5. Integration with Financial Institutions**

Achieving seamless integration with various banks and mobile wallets requires standardized APIs and cooperation from financial service providers, which may be challenging in a market with diverse technical infrastructures.

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## **6. Sustainability and Monetization**

Without careful planning, the business model may become too dependent on freemium features or ads, which could compromise the user experience or app quality over time. A balanced approach between providing value to users and generating revenue will be critical for long-term success

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## Business Plan/Financial Summary

### For Innovation Major:

- **Revenue Streams:** Implement a freemium model offering basic features free with premium subscription options; create banking partnerships with Egyptian banks and e-wallets; monetize educational content; develop affiliate marketing for financial products
- **Competitive Advantage:** Provide specialized solutions for Egyptian market with local bank integrations; offer bilingual Arabic/English interface; focus on simplicity compared to complex global solutions; include educational components with CBE support
- **Sustainability:** Address user adoption challenges through educational campaigns; ensure ongoing regulatory compliance; build financial literacy community; plan expansion to other Arabic-speaking markets with similar needs
- **Scalability**

### For Finance Major:

- **Cost Structure:** Development costs (mobile app using Flutter, web using React.js, backend using Node.js/Express.js, PostgreSQL database, AI implementation); operational expenses (security implementation with AES-256 encryption, customer support)
- **Funding Needs:** Initial capital for development phase; potential government support through CBE financial inclusion initiatives; strategic investments from financial institutions interested in promoting financial literacy
- **Revenue Projections:** Initial user acquisition phase focusing on the target segments identified (unbanked young adults, financially stretched middle class, entrepreneurs, digital-first Gen Z, financial dependents); premium conversion targets based on value-added features
- **Profitability Timeline:** Multi-phase approach with initial focus on user acquisition, followed by premium feature implementation; break-even projection based on subscription revenue and partnerships; long-term profitability through scaling user base

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## Communication/Marketing Plan

### Messaging :

- Take **control** of your financial life!  
Our app helps you track your **expenses**, **save money** smarter, and **achieve** your financial **dreams** easily.
- Easily track and manage your daily expenses in just a few taps.
- Your money, your rules. Budget smarter with us.
- Now you can live without fear of debt we are here to help you manage your finances smarter!

- Our app supports both Arabic and English, so language will never be an obstacle for you.
- No bank **account**? No problem! Our app is made for **everyone** banked or unbanked.

## Channels:

Nowadays, the power of social media is enormous and provides great value for any product or service.

Therefore, we will use it to reach our goal: by creating strong advertisements and showcasing the power of our app, we can increase our user base significantly.

**Influencers:** Influencers are very important for our marketing strategy.

We plan to collaborate with popular influencers to promote our app, which will excite their audience and encourage them to try our platform.

Additionally, we can create a competition between influencers, where each one shows how much they can save using our app.

This approach will spread awareness of our app and motivate more users to join and achieve their savings goals.

**Partnerships:** We aim to build partnerships with several banks to make it easier for users to connect their accounts and manage their finances smoothly through our app.

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## Campaign: Education and Rewards

### Campaign Goal:

Our goal is to educate users on the importance of personal budget management and financial literacy. We will achieve this by providing a tutorial section within the app, which will include documents related to finance and personal budget management. Additionally, there will be a Q&A section where users can answer questions based on what they've learned. Correct answers will earn them points, which can later be redeemed for rewards such as restaurant vouchers or cash.

### How the Campaign Works:

1. **Educational Tutorials:**  
The campaign will feature an educational section in the app where users can access documents and resources related to personal finance and budgeting. Topics will cover how to create a personal budget, set financial goals, and save for emergencies.
2. **Q&A Section:**  
After reading the educational content, users can test their knowledge by answering questions related to financial planning and budget management. Correct answers will earn them points.
3. **Rewards System:**  
Users can accumulate points by correctly answering questions. These points can later be redeemed for rewards such as restaurant vouchers or even cash. The goal is to motivate users to learn the best practices of managing money and apply them in their lives.

### Benefits for Users:

- **Practical Learning:** Gain useful knowledge on personal budget management.
  - **Continuous Motivation:** Earn points by answering questions correctly.
  - **Attractive Rewards:** Redeem points for real rewards like vouchers or cash.
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## **Needed Resources + Success Factors (KPIs)**

### **Resources Needed:**

To successfully implement and maintain the personal budgeting application for the Egyptian market, several key resources will be required:

#### **1. Technology Infrastructure:**

- Development tools and environments for both mobile and web platforms
- Secure database systems for financial data storage
- API integration frameworks for connecting with local banks and e-wallets

#### **2. Human Resources:**

- Software developers specialized in mobile and web applications
- UI/UX designers with experience in financial applications
- Financial experts to advise on budgeting features and educational content
- Customer support specialists trained in both technical and financial matters
- Content creators for educational materials and tutorials

#### **3. Strategic Partnerships:**

- Collaborations with Egyptian banks and financial institutions
- Partnerships with e-wallet providers.
- Relationships with financial education organizations
- Potential government partnerships for wider financial literacy initiatives

#### **4. Financial Resources:**

- Initial development funding
- Marketing and user acquisition budget
- Operational costs for at least 24 months before reaching profitability
- Compliance and regulatory approval costs

### **Success Factors (KPIs):**

The success of the personal budgeting application will be measured using the following KPIs:

#### **1. User Acquisition and Engagement:**

- Monthly active users (target: 100,000 within first year)
- User retention rate (target: >60% after 3 months)
- Average session duration (target: >5 minutes)
- Feature utilization rate (target: >70% of features used regularly)

## **2. Financial Impact Metrics:**

- Average savings increase per user (target: 15% increase in savings)
- Debt reduction rate among users (target: 20% reduction in 6 months)
- Budget adherence improvement (target: 40% improvement after 3 months)
- Financial literacy test scores improvement (pre vs. post usage)

## **3. Technical Performance:**

- App crash rate (target: <1%)
- Page load time (target: <3 seconds)
- Successful bank account synchronization rate (target: >95%)
- Data accuracy in transaction categorization (target: >90%)

## **4. Business Health Indicators:**

- Customer acquisition cost (target: <50 EGP per user)
- Customer lifetime value (target: >200 EGP)
- Revenue per user (target: 15 EGP monthly)
- Market penetration (target: 5% of addressable market in 2 years)

## **5. Customer Satisfaction:**

- Net Promoter Score (target: >50)
- App store ratings (target: >4.5/5)
- Customer support resolution rate (target: >95% within 24 hours)
- Feature request implementation rate (target: top requests addressed quarterly).

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SRS : [You will find it here](#)