



# PENNYWISE

**Penny Wise and Pound Foolish: Navigating Your Financial Journey**

BY : PRODUCT TITANS

# MEET OUR TEAM



VISHWA  
SHUKLA



POOJA  
SOLANKI



SHARAYU  
KHACHANE



GAURI  
SURTI



SURAJ  
SALUNKE

# Money Management Issues?



# PROBLEM STATEMENT

Many individuals struggle with managing their personal finances effectively, leading to financial stress, misallocated funds, and missed opportunities for savings and investments. There's a need for an easy-to-use tool to help them track their money and make smart financial choices.



# MISSION

Our mission is to simplify finances, track expenses and budgeting, assist users in achieving their financial goals, provide insights for smart savings, financial advising and ensure the security of user data.



# VISION

At Pennywise, we want to help everyone gain financial peace by providing a simple and friendly app. We aim to be the go-to solution for managing money and reaching financial goals.



# BUYER PERSONAS

Alex - College Student



- Age: 19
- Lifestyle: Actively engaged in the tech world and social media
- Goal: Manage subscriptions and bills along with loan, despite having a limited income
- Challenges: Struggles with financial discipline, subscriptions, student loans and debts. Limited knowledge about budgeting.

Chris - Family-Oriented Professional



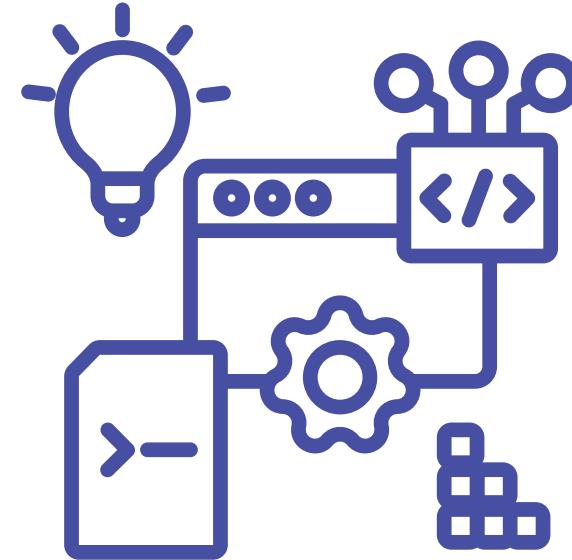
- Age: 35
- Lifestyle: Tech savvy, Foodie
- Family: Married with 2 kids
- Goal: Attain financial security and peace of mind while providing for their family's future
- Challenges: Balancing the family's needs with financial responsibilities, loans and debts. Interest in investing but lacks knowledge to start.

Taylor - Healthcare Professional



- Age: 28
- Lifestyle: Health conscious, stable income with occasional irregularities
- Goal: Manage Loans and build a stable financial future
- Challenges: Loans and debts, needs budgeting tips, lack financial guidance. Recognizes the importance of investing but lacks confidence and knowledge to begin.

# SOLUTION AND INTRODUCTION OF APP FEATURES



**Integration of all  
payment methods**



**Expense Tracker and  
Budget Planning**



**Manage subscription and  
bills**



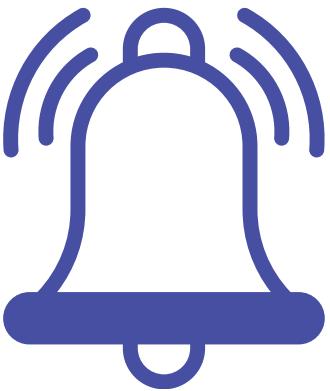
**Payment Gateway**



# SOLUTION AND INTRODUCTION OF APP FEATURES



**Cashback rewards**



**Alerts/notifications**



**Multi-factor authentication**



**Customer support**



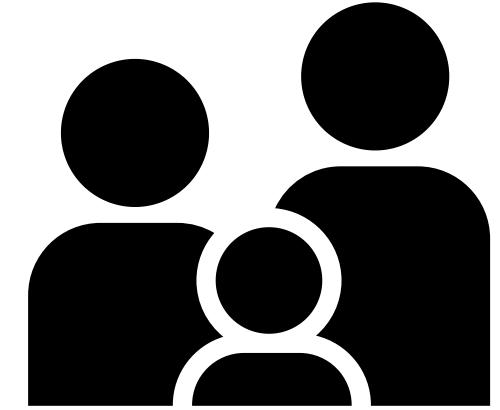
# WHY GO WITH PREMIUM?



Financial Advisor



Loan Management



Family Plan Integration



2x Rewards on bill  
payments via PennyWise



Monthly investment reports

# 3CS

CUSTOMER



COMPETITORS



**YNAB.**

COMPANY

ONE STOP  
SHOP

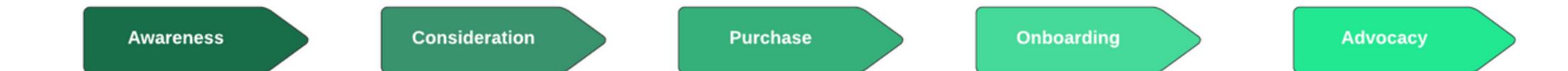
**Payment**  
Gateway



# Competitor Analysis

Features \ Company	Mint	Goodbudget Way	YNAB	PennyWise
Budget Planner	✓	✓	✓	✓
Payment Gateway	✗	✗	✗	✓
Subscription management	✓	✗	✗	✓
Shared budget / Family integration	✗	✗	✓	✓
Loan Management	✓	✗	✗	✓

# CUSTOMER JOURNEY MAP



User Actions	Identifies the need for Finance Management	Downloads and installs the app	Creates an account	Regularly logs into the app	Provides feedback
Touchpoints	Reads reviews and app descriptions	Evaluates the app's suitability for their needs	Buys a subscription plan as per needs	Tracks daily expenses and income	Monitors progress on financial goals
	Decides to explore other options	Social Media	Sets up initial budgets and adds financial accounts	Receives notifications and insights	Receives payment reminders and recommendations
Pain points	Limited app options	App download	Account creation	App dashboard	Goal-setting features
	Lack of financial knowledge	Onboarding screens	Setup process	Transaction log	Progress trackers
	Detailed onboarding questionnaire	Tutorials		Notifications	Reminders
Possible solutions	Increase app visibility through targeted online ads	Lengthy setup process	Overwhelming notifications	Lack of feature support	
	Provide detailed in App Tutorials	User data security concerns			
	Streamline onboarding with a guided tutorial	Simplify setup with minimal required information	Allow users to customize notification preferences	Providing live agent chat and email support	
		Assure users of robust data security measures			

# 4PS

## PRODUCT

- Expense tracking and Budgeting
- Investment insights
- Loan management
- Access to financial advisor
- Simplified payments through the app

## PRICE

- Basic version for free
- Premium subscription model with access to advanced features
- 1 month Free trial for the premium features

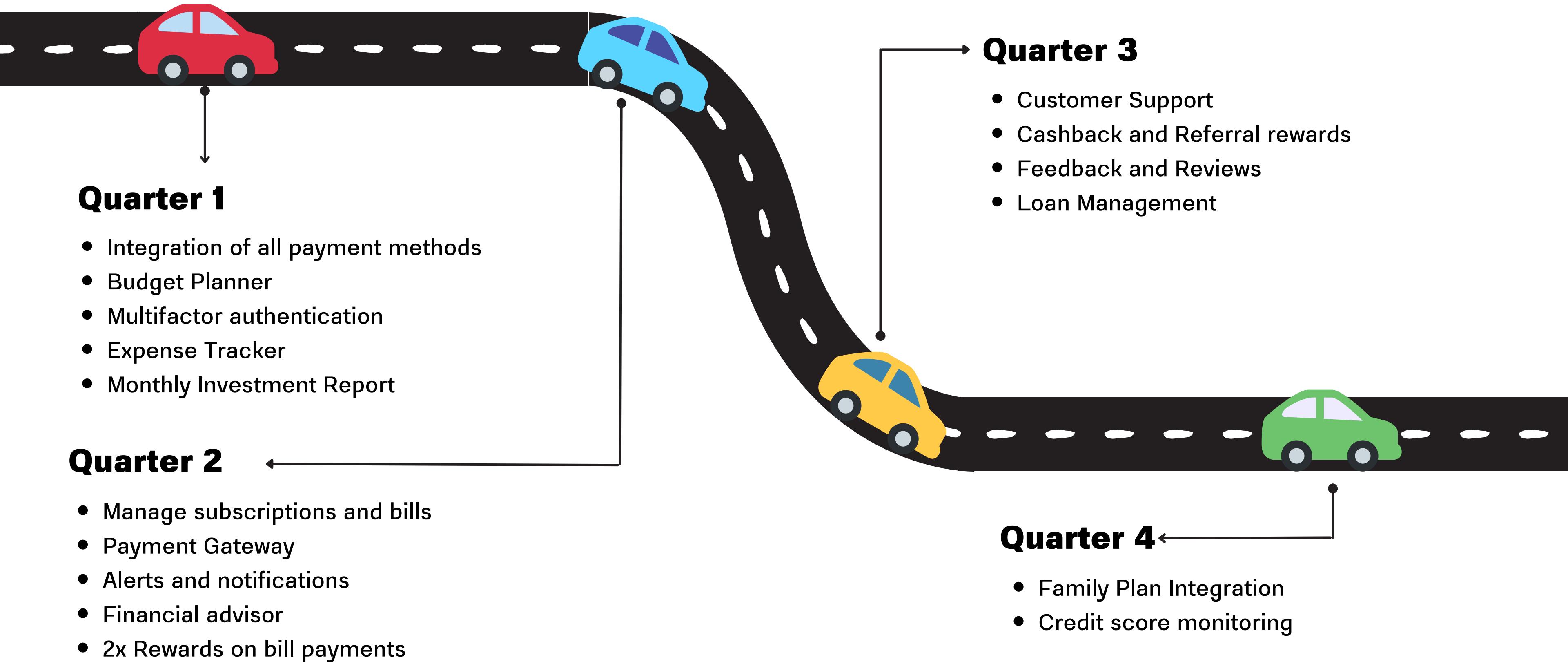
## PLACE

- App Store for ios users
- Play Store for android users
- Accessible through the official website

## PROMOTION

- Social Media Advertising
- Online Campaigns
- Influencer Partnerships
- Referral Program
- Event Marketing
- In-app Ads

# PRODUCT ROADMAP





*Thank you*



# **ANY NEW SUGGESTIONS?**

