Advertising

It is safe to say that most college students have a social media account like Instagram or Snapchat. To advertise the app, we could first post about it on social media.

There are flyers on bulletin boards found in almost any building on campus. Posting a flyer with a QR code to download the app as well as some features about the app could promote it.

A 30 second TikTok tutorial for the app that showcases its features would be beneficial to spreading the word since it's different than the normal flyer or social media post.

Business cards. We could hand them out on campus and on them would be a QR code that takes you to download it and highlighted, cool features that draw students in.

Essential Features

Expense Tracking Tools

Budgeting Templates

Scholarship finder platform that matches students with scholarships and grants based on their personal and academic information.

Bill payment assistance program, to provide guidance and resources for students paying bills while in school.

Hurdles

There is a chance that people will not trust the app with their information since it is new.

Many students are overwhelmed with school, work, and other responsibilities. Is it possible to make a budgeting app for students less stressful and more exciting?

making the app affordable for college students

making our system trustworthy for college kids with their information

Product Ideas

Textbook Exchange platform where students can trade, buy or sell textbooks to reduce course material costs.

student discount service that compiles available student discounts in one place

Financial Workshops

Personalized Budgeting Apps

financial advising sessions (1 on 1)

Costs and Expenses

Start with a 14-day free trial to access the app so the student can get money together. After that, charge for access to the app which will teach them to budget while spending.

cost efficient

affordability for college students