

Competitive Analysis

Product Name	Ease of Use	Mobile Accessibility (iOS, Android)	Cost (Free/Student Discount/None)	Budgeting Features	Integration with Student Accounts (connection with student bank account, loans, FAFSA)	Education and Resources	Gamification
Mint	Yes	iOS/Android	Free	<ul style="list-style-type: none"> - Link financial accounts in application - View investments - Monthly insights into money habits - Track transactions across accounts 	Yes	Yes	No
Oops	Very simplistic and a colorful color scheme, aimed towards Gen Z.	iOS	Free	<ul style="list-style-type: none"> - Link bank account to app - Categorize daily purchases - Press “oops” button for a purchase that you regret - View weekly spending recaps 	Yes, it can be linked to any bank account.	Not much education in the app.	No
Rocket Money	Lots of visuals to showcase trends and highlight important information	iOS/Android	Free (includes premium service)	<ul style="list-style-type: none"> - Manage subscriptions - Track spendings and give alerts about upcoming charges or potential fees - View credit score - Automatically set aside money for savings - Create a budget and tracks saving goals 	Yes?	Yes through their website	No

YNAB	Good reviews by users.	IOS/Android	\$14.99 if billed month, if annually then \$8.25	<ul style="list-style-type: none"> - Link financial accounts in application - Mobile device widget, shows user a small glimpse of spending. - Goal tracking, Telling App of particular financial goals, and the app displays progress towards it. -Loan Planner Calculator -Spending and Net Worth Reports 	yes	Yes, they provide many tutorials on how to manage money.	Yes
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Background Research

<https://www.cnbc.com/select/money-apps-for-college-students/>

<https://oops.app/>