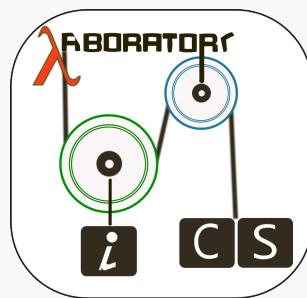
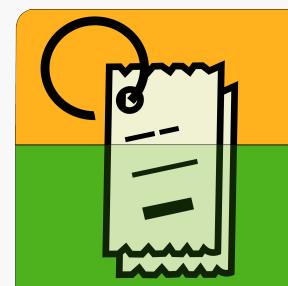


# Our Vision

“Use the power of science to build useful tools leaving the smallest footprints on the environment.”



introduces



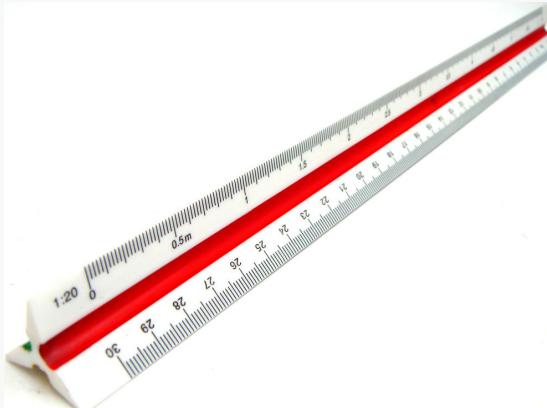
Money  
Spenk

# The Problem

Expense tracking with receipt scanning,

the missing bits:

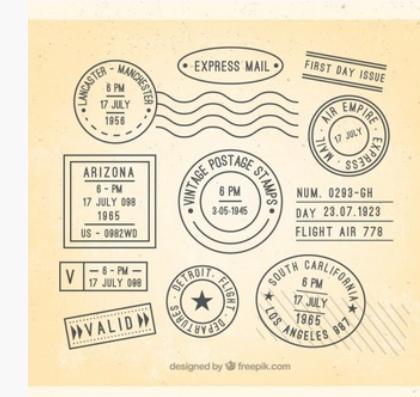
**single tool  
for all tasks**



**better  
scanning**



**specific digital  
representation  
of receipt**



# The Problem

Expense tracking with receipt scanning,

the missing bits:

**speech  
recognition**

**profiling:  
habits &  
predictions**

**multiple  
“expense  
threads”**



# Target markets



**anyone** with a smartphone

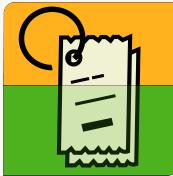
**corporate employees**  
tracking expense reports for  
accounting departments

**Loteria-Bonurilor**

**family** expense planning  
and monitoring



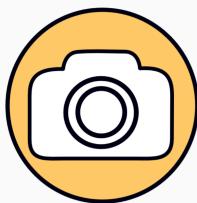
# Our Project



MoneySpenk



<https://play.google.com/store/apps/details?id=com.harbinger.expresive.espendingtracker&hl=en>



Character recognition

Language: [English](#)

Share training

Currency

Default: EUR (€)

Rates

Add custom

Camera setup

Resolution: 2048 x 1152

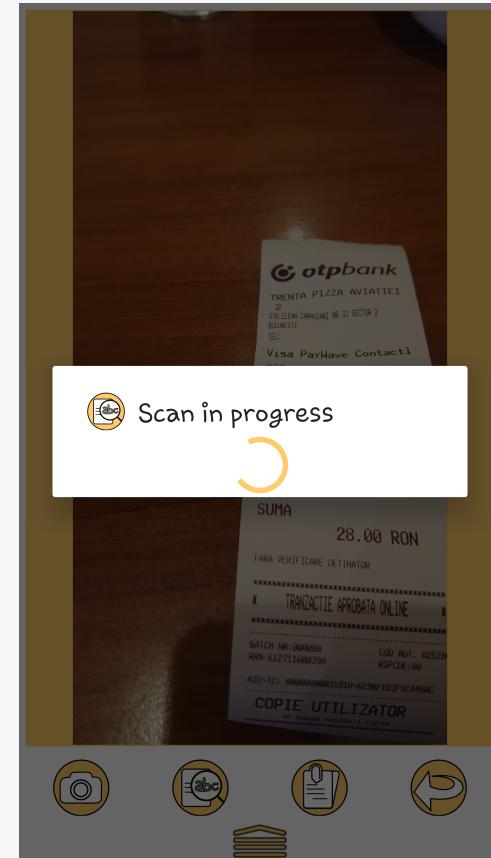
Orientation: Portrait

Profile

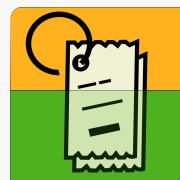
Account

Share with another spender

Allow updates & sharing



# Our Project



## MoneySpenk



<https://play.google.com/store/apps/details?id=com.harbinger.expresive.espendingtracker&hl=en>

Select currency: EUR (€)

Choose receipt total:

100,00

55,0

Choose category:



Food &

Clothes &

Cosmet-

Elect-

Books &



784.00€

Sun 1 May 2016  
Tue 31 May 2016

EUR (€)



179.00  
(EUR)

Clothes & Shoes

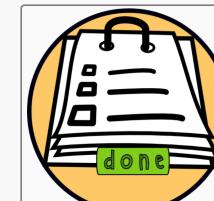


550.00  
(EUR)

Cosmetics & Bath

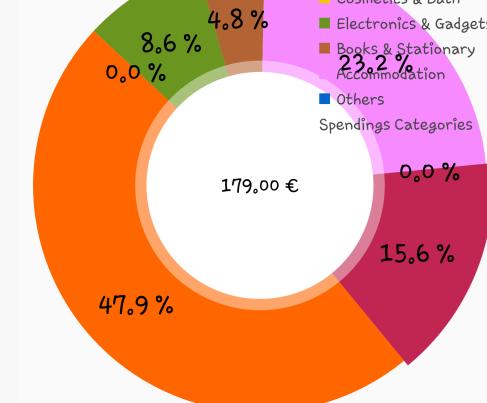


0,00  
(EUR)



Spending

1,149.00€



# Revenue model

Several strategies:

free app with in-app purchase of features

free app for personal use with premium versions (e.g. corporate subscribers, communities cooperating on same budget etc)

paid app for all features active for corporate account (price/teams)

# RoadMap



improve current receipt **scanning**



**speech** recognition interactivity



accounts & social media support

more **diagram** categories



**expense habits**  
learn/discover/  
classify



# RoadMap



**display options**  
fonts/themes



## profiling:

expenses, budgets,  
currency rates ...



**add personal  
categories of  
items**



**location & currency**  
self detecting currency,  
multi-rates sources



**economic tools**  
profit calculator



**request icons** for  
personal categories  
(paid)

# Marketing & sales

## AWARENESS

Social media,  
presentations,  
attend mobile app  
competitions

## EVALUATION

Case study,  
product webinar,  
video demo

## PURCHASE

Free trial,  
live demo,  
marketing  
campaigns

# Competition

Some similar apps:



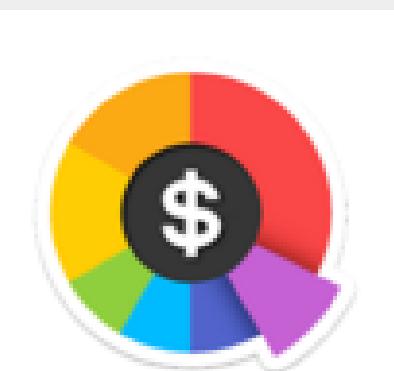
AndroMoney ( Expense )  
AndroMoney

★★★★★



Expensify - Expense  
Expensify

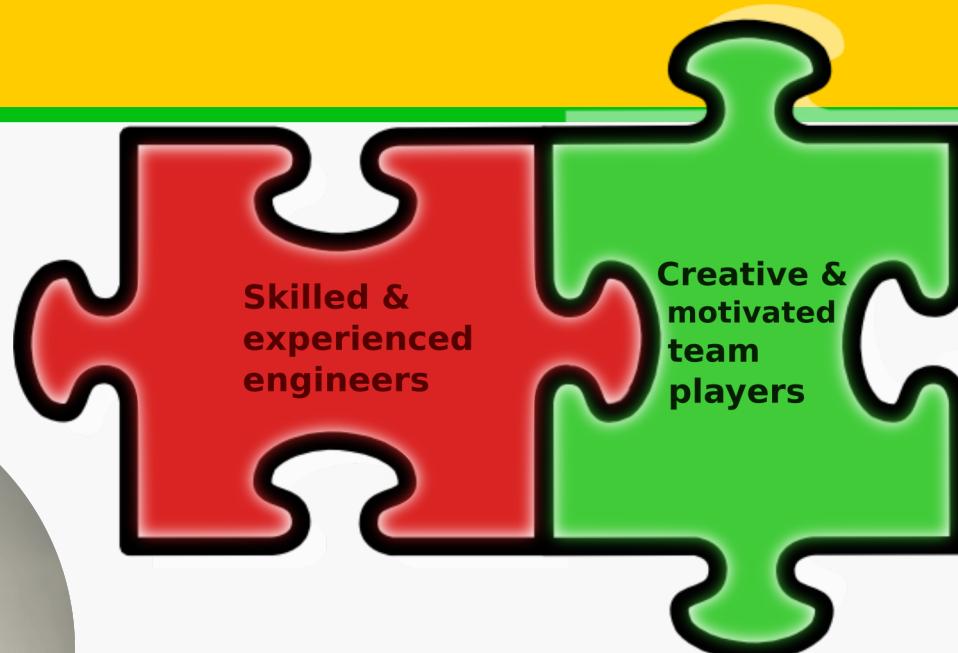
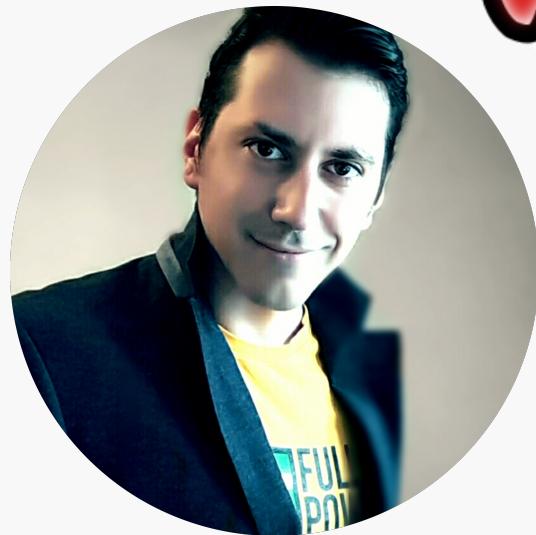
★★★★★



Expense IQ Money |  
Handy Apps

★★★★★

# Team



Links to Facebook, LinkedIn and github  
**profiles** are available on <http://www.icslab.eu>