

**How do small businesses
keep track of their numbers?**

Observation

My parents run a small restaurant. They don't have any numbers or metrics to see how the business is performing.

Recently, I observed that this lack of cash flow tracking is a big problem not only in our restaurant but with number of small businesses.

- 80% worry about the daily income
- 60-70% don't have any exposure to financial management solutions
- 50% food business can't survive more than 5 years
- 29% run out of cash
- 57% lack capital
- 15% shut down because they wouldn't be financially ready for increasing sales and expenses

Who are they?

- Small businesses making 1L - 6L sales a month.
- No computer access
- With access to mobile and internet

Persona **Sathish** Owner of a restaurant Runs all day to buy stuffs for restaurant Spend free time on FB
Workholic Wants to pay his childrens school fee Soon have to settle all debt Figuring out a way to improve business all day

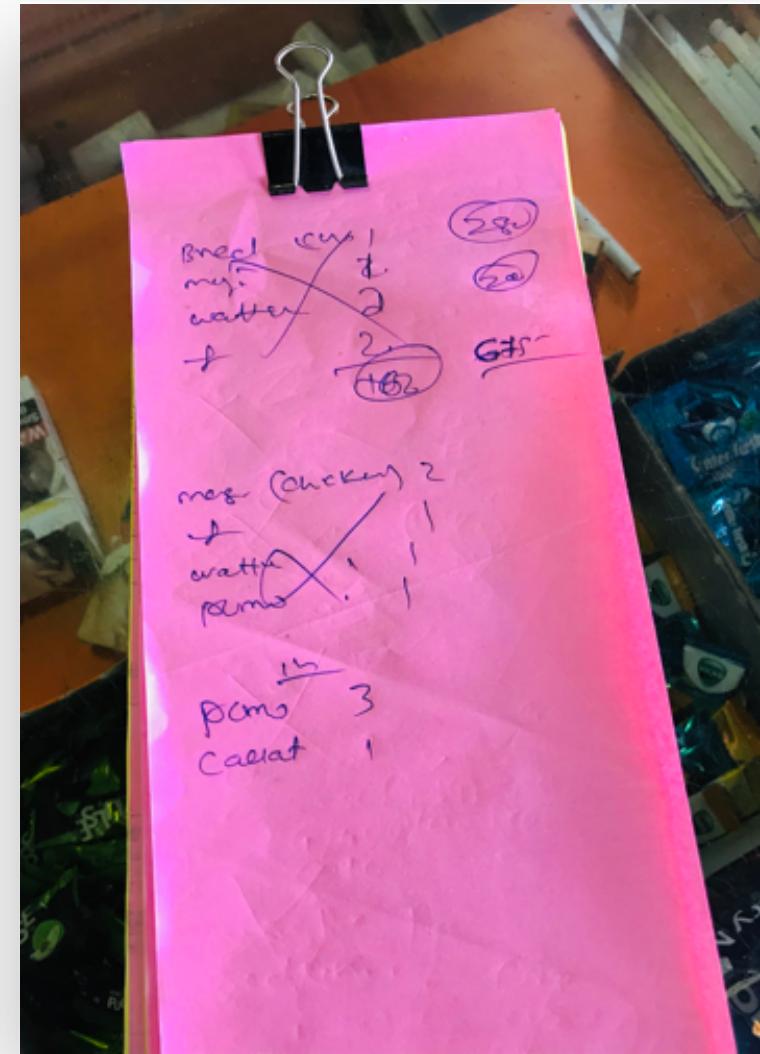
User Journey

- Sathis records every sale and expense as they happen.
- During peak hours, he can record sales and expenses in the legacy mode - paper.
- At the EOD, he opens MyBI.
- Records the sales and expenses.
- Reviews recurring invoices that are due and takes appropriate actions.
- Now Sathis has access to his business cash flow at any time, anywhere.

What do they do?

- Some note down each sales and expenses on a paper.
- Some collect all the bills for later calculation.

Date	Amount	No.	Date	Amount	No.
1	152	36	11	65	50
2	24	37	12	50	30
3	30	38	13	55	30
4	20	39	14	125	50
5	20	40	15	85	30
6	18	41	16	35	35
7	20	42	17	60	45
8	12	43	18	60	
9	20	44	19	120	
10	18	45	20	35	
11	18	46	21	65	
12	45	47	22	100	
13	18	48	23	35	
14	20	49	24	140	
15	72	50	25	140	
16	30	51	26	90	
17	18	52	27	70	
18	25	53	28	45	
19	30	54	29	90	
20	40	55	30	65	
21	30	56	31	25	
22	18	57	32	60	
23	36	58	33	60	
24	60	59	34	50	
25	60	60	35	180	
26	68	61	36	140	
27	30	62	37	35	
28	32	63	38	50	
29	24	64	39	40	
30	12	65	40	60	
31	32	66	41	25	
32	64	67	42	140	
33	60	68	43	30	
34	150	69	44	25	
35	70	70	45	45	



16.08.18
14.9.18
9953 -
250 -
100 -
490 -
750 -
360 -
200 -
350 -
80 -
3550
16,083 -

21000 -
16800 -
3705 -
11C
21859 -
1914 -
4425 -
3705 -
6867
5600 -
22,511 -

58
1.9.2018 -
10000 -
1806 -
10000 -
3700 -
10000 -
2080 -
10000 -
4786 -
13,392 -

No insights 😞

- How the business is performing at a particular time of month/year?
 - What is the average weekly/monthly revenue or profit?

Whats is the existing solution?

- QuickBooks
- Zoho Books
- Bear Book
- FreshBooks

For our persona the existing solution is

Feature rich | Not accessible | Costly

Problem statement

Small businesses don't have track of their business (Sales, Expenses and Revenue)

Existing softwares used to manage business are complex, dumped with features, hard to use, and expensive.

Problem Statement Goal

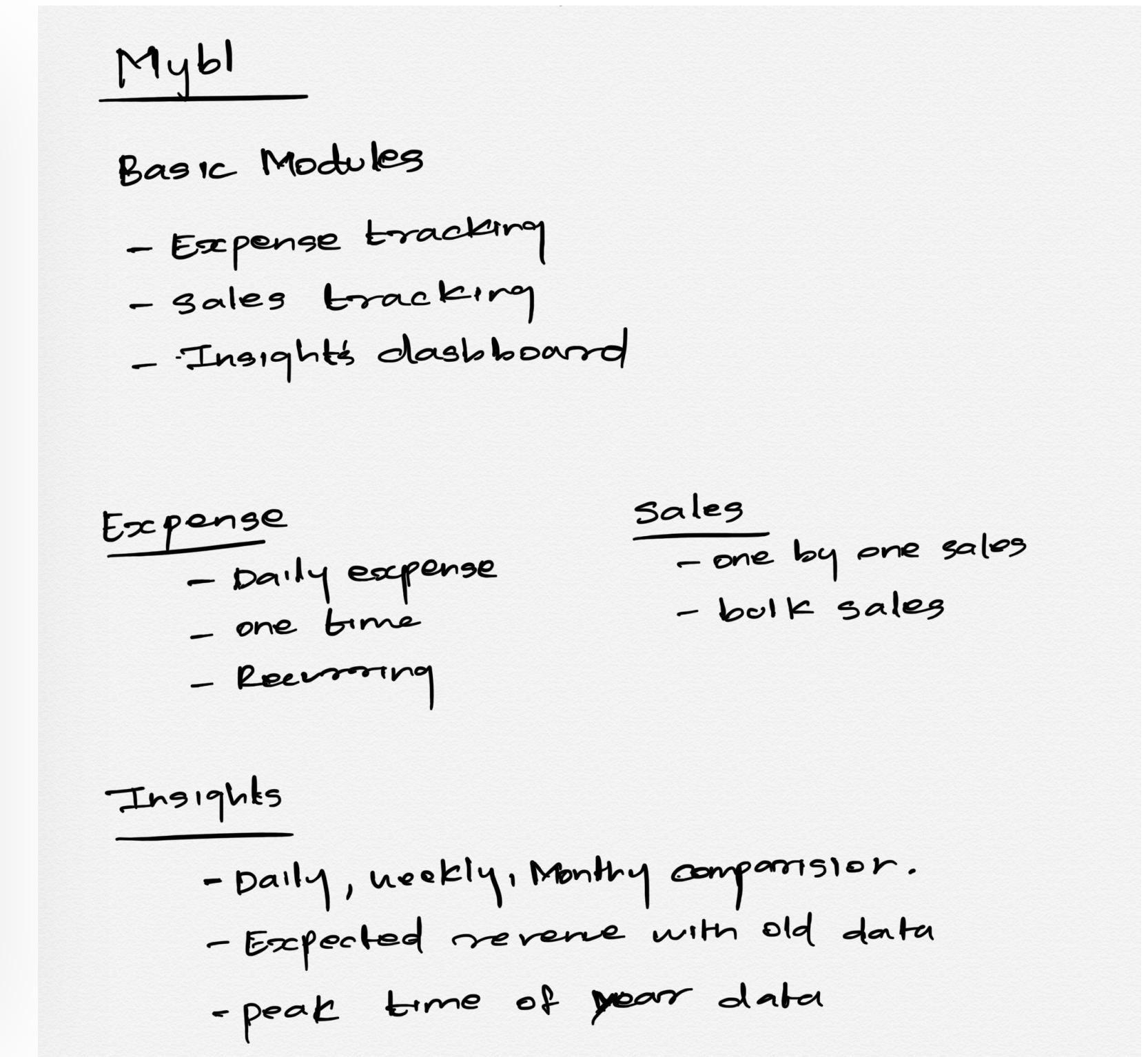
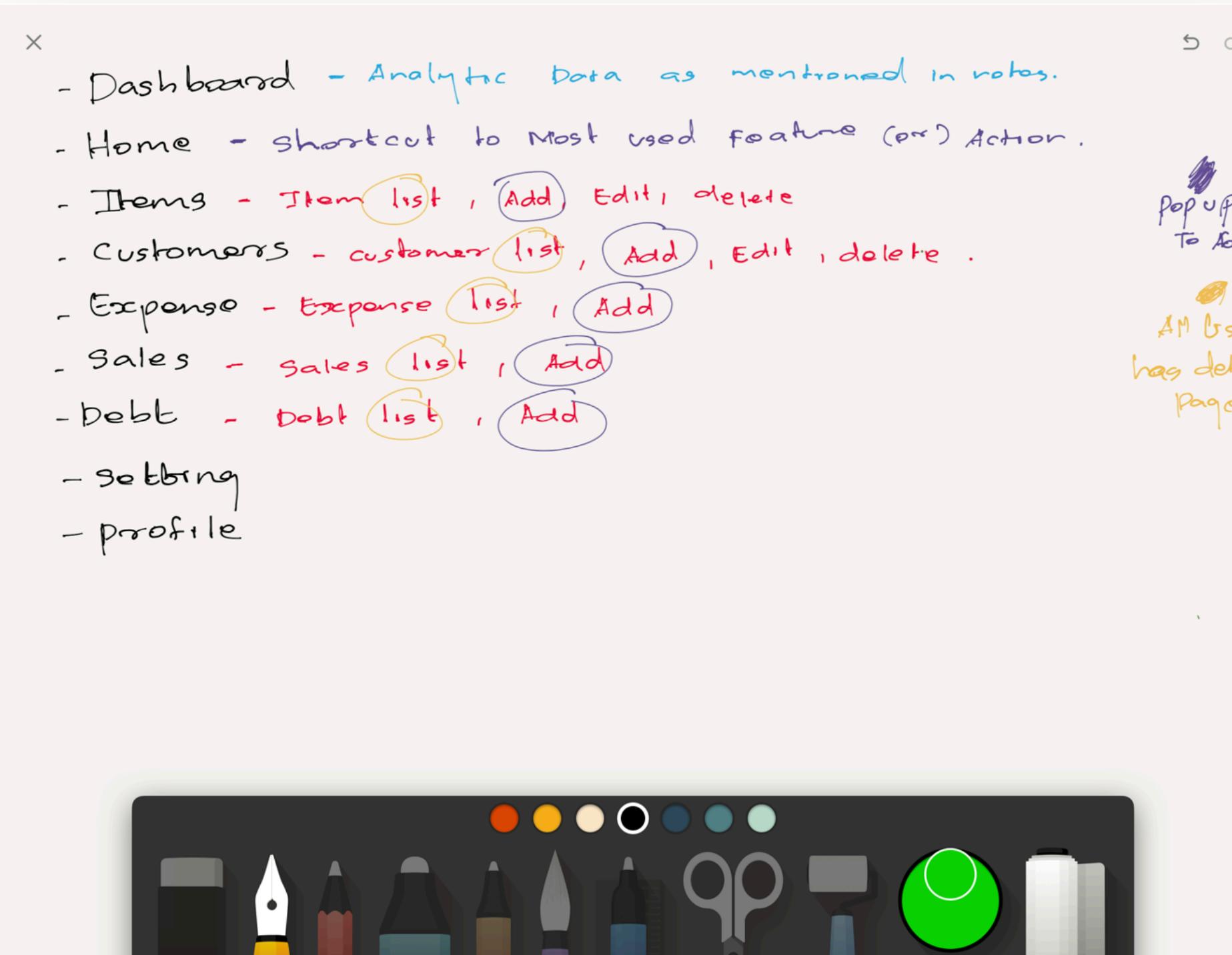
Small businesses do not track of their business' - Sales, Expenses and Revenue.

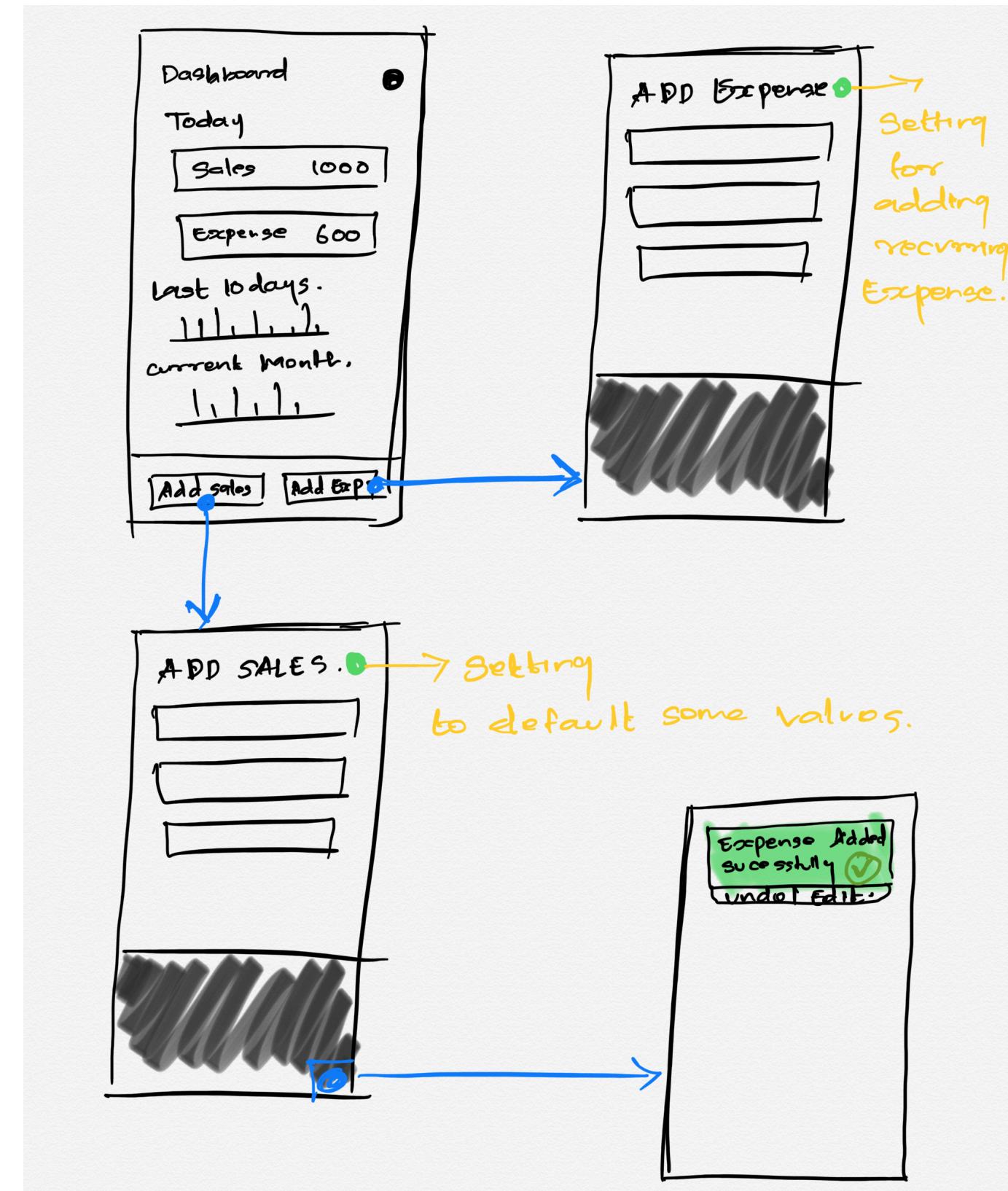
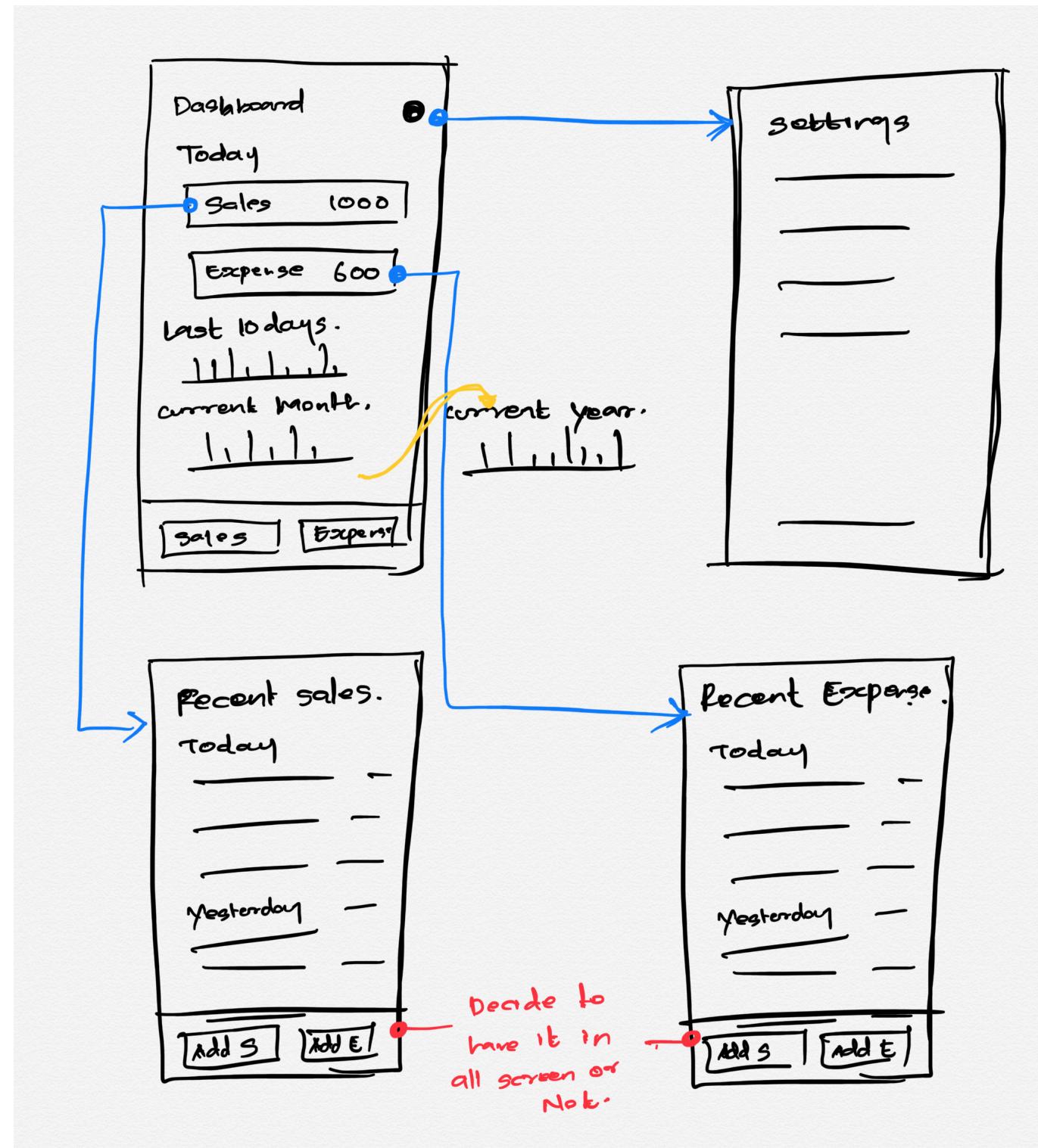
Give them an insights on sales and expense over a period of time to optimize their businesses.

Existing softwares are feature rich but hard to use, expensive for SMBs.

An affordable, easy to use application with only necessary features.

Ideation & Wireframe





Visual Designs

9:41

≡

Dashboard

Rs.12,803
Sales today →

Rs.8,803
Expense today →

● Expense ● Sales

Last 10 Days

23, Mon
RS. 5436
RS. 3453

Last Month

23, Mon
RS. 5436
RS. 3453

9:41

≡

Add Sales

Enter the amount
Rs. 12,80|

Details
For what?

Add Sales

1	2	3
A B C	D E F	G H I
4	5	6
G H I	J K L	M N O
7	8	9
P Q R S	T U V	W X Y Z
0		✖

9:41

≡

Recent Expense

Rs.6,802 09:23 PM

Rs.501 09:23 PM

Rs.5,804 09:23 PM

Rs.3,234 09:23 PM

Rs.5,803 09:23 PM

Rs.3,445 09:23 PM

Rs.4,467 09:23 PM

Rs.45 09:23 PM

Rs.3,267 09:23 PM

Add Expense Add Sales

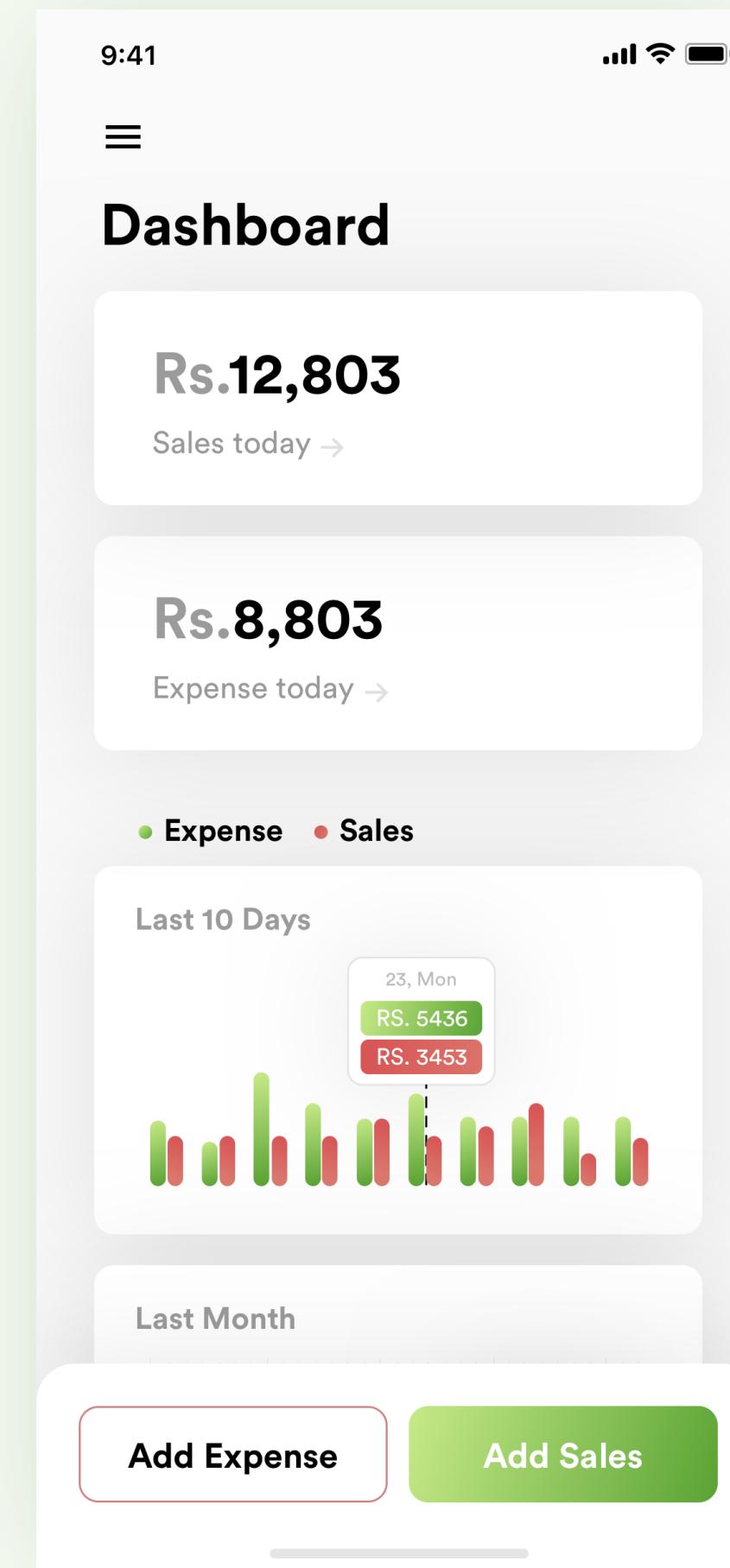
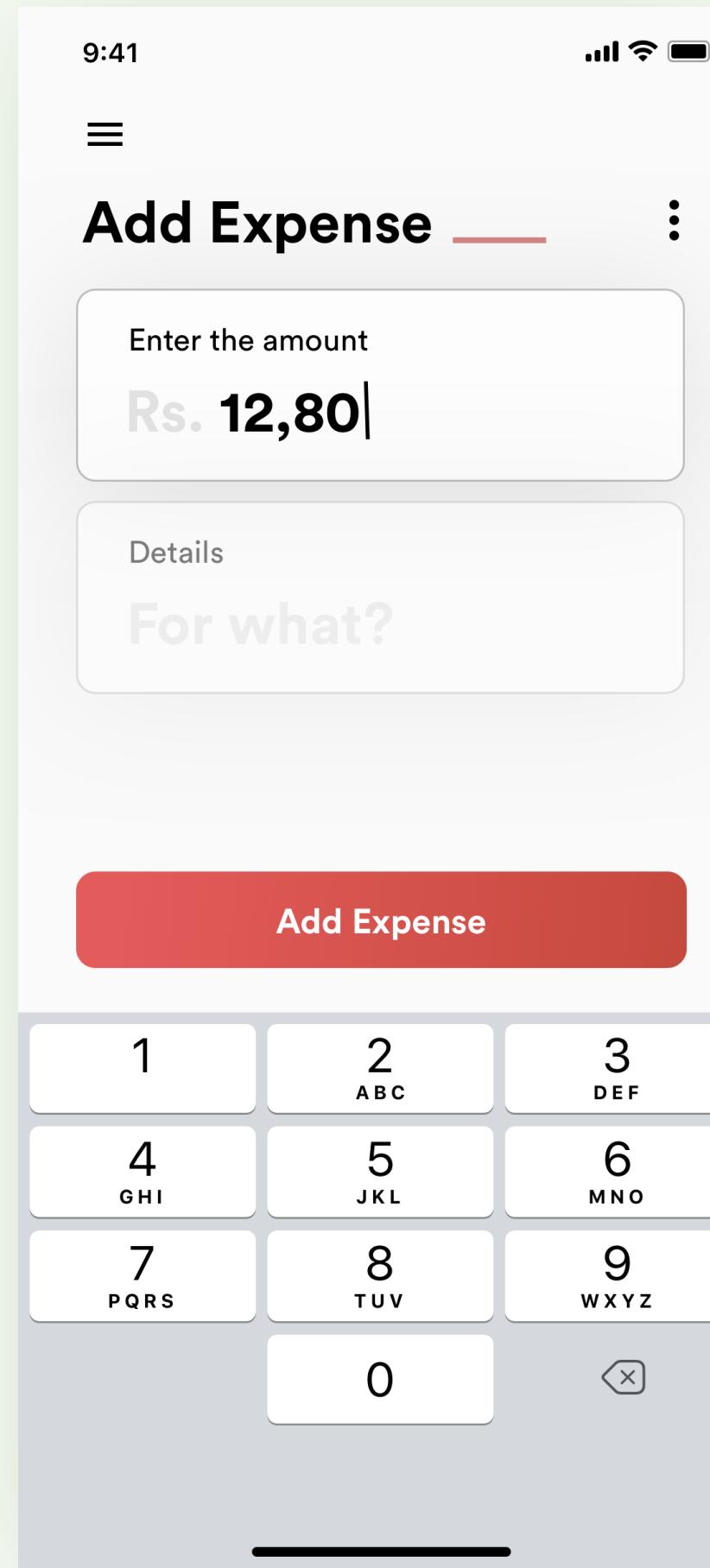
9:41

Enter the amount
Rs. 12,80|

Details
For what?

Add Expense

1 2 3
4 5 6
7 8 9
0



9:41

Add Expense

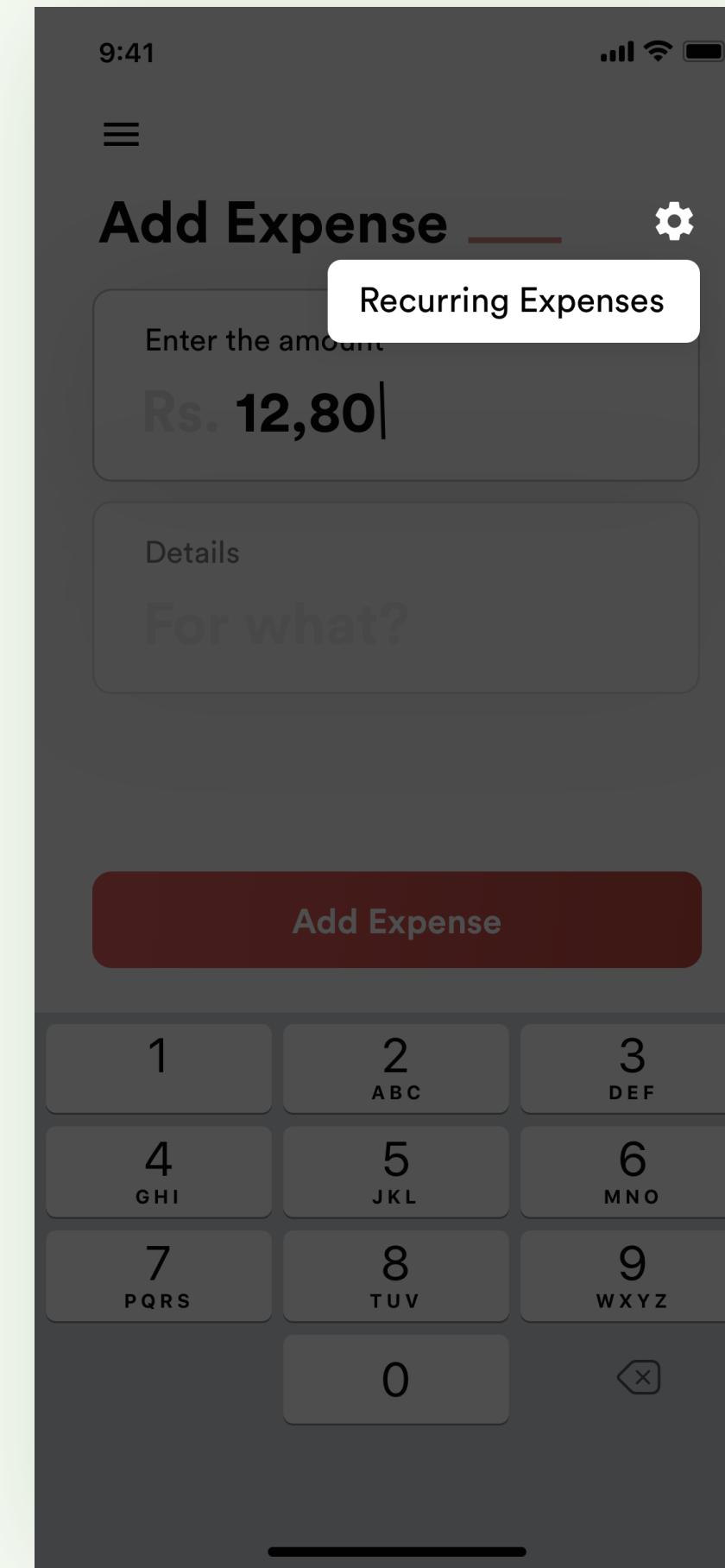
Recurring Expenses

Enter the amount
Rs. 12,80|

Details
For what?

Add Expense

1 2 3
4 5 6
7 8 9
0



To know more write to me at
pradesep6@gmail.com