

# The NxtGen Pitch

FIS INNOVATEIN48

# Problem Statement

How could we provide **basic financial education** to people from underserved and unbanked areas and make them more independent in making **positive financial decisions** for themselves?



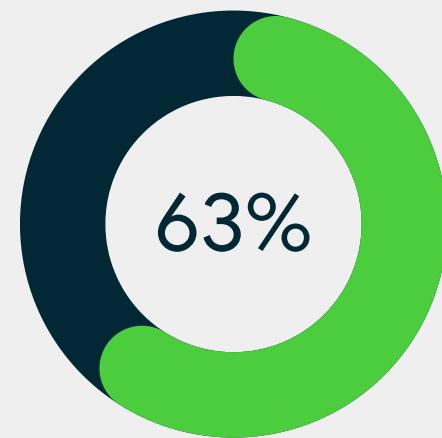
# WHAT?

- lack of financial services in underbanked areas
- financial education and literacy is an area which hasn't been promoted much yet the amount of debt keeps going up
- people have a notion that it's hard to manage finances and much easier to spend even though they will struggle

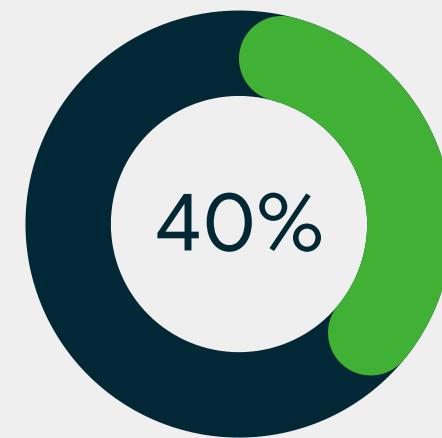
# WHY?

- financial literacy is more personalized
- It's not only for people who have no idea about money. There is a gap to be filled right here.
- financial education will help set up finances for the long term while also encouraging budgeting and living a happier life

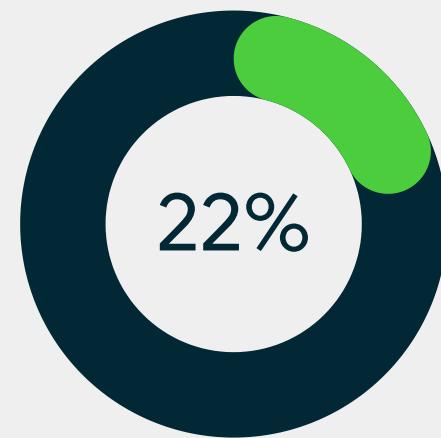
# FINANCIAL STATISTICS



of adult Americans have less than \$500 in their bank accounts to cover an incidental expense

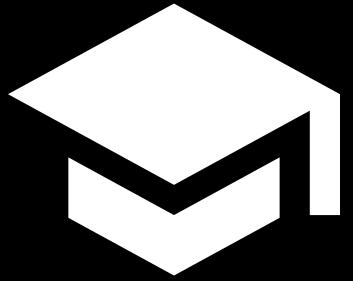


of Americans turn to family, friends and coworkers for questions regarding Finance.



of adults worldwide remain unbanked even though two-thirds own a phone

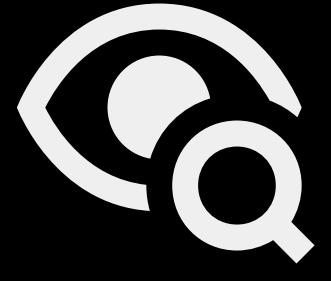
# OUR CORE VALUES



Education



Accessibility



Anonymity



Inclusivity

**OUR SOLUTION:**



Finance made easy

**A SOLUTION TRUE TO  
OUR VALES AND A  
SOLUTION TO HELP  
PEOPLE GAIN FINANCIAL  
LITERACY**

## 01 What is FIntel?

FIntel is a digital tool that helps connect consumers with real-time financial advice and advisors while also providing resources that encourage long term financial health.

## 02 Financial literacy for unbanked areas

FIntel has the ability to reach people in areas with no physical access to financial services. This is important as these are the areas with high levels of financial problems.

## 03 Fulfils our core values

FIntel is intertwined with our four core values of education, accessibility, inclusion and anonymity.



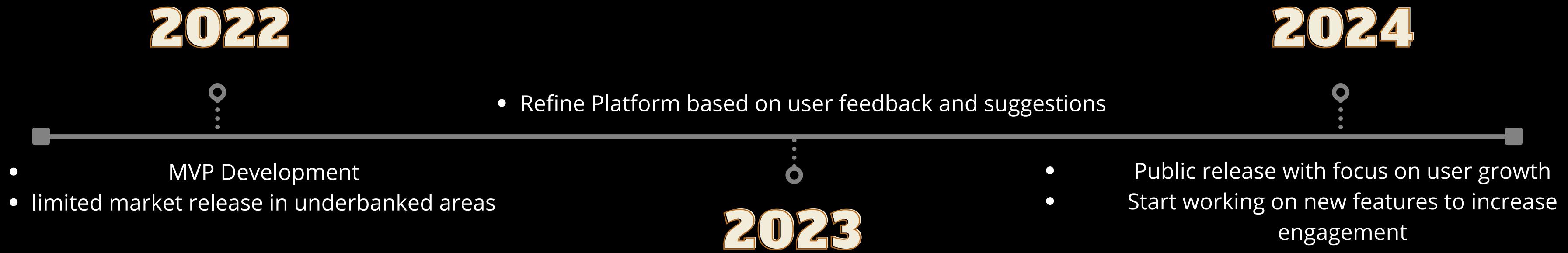
# SOFTWARE WALKTHROUGH

# COMPETITIVE ADVANTAGES

- 01** Early-market entry because of MVP
- 02** Early testing of the idea with actual users
- 03** User feedback and suggestions
- 04** Work effectively towards a fully-fledged product
- 05** Opportunity to partner with the federal government
- 06** Certified financial advisors from neutral organisations



# The Nxt Chapter: A Roadmap



# POTENTIAL CHALLENGES

- 01** Fraud/Cybercrime
- 02** Inappropriate content
- 03** Lack of data

- 01 Fraud detection and Cybersecurity
- 02 Budgeting
- 03 401Ks, Investments, Index funds, etc.
- 04 Chatbot will become better at advising with more data
- 05 Phone number for people not well versed with technology

## POTENTIAL IMPROVEMENTS



**KUNAL KEWALRAMANI**



**NISHIL FALDU**



**DEV AGRAWAL**

⋮

⋮

⋮

⋮

⋮

**PRANAV MAHAJAN**



**ISHANI SAXENA**



# THANK YOU

