



FaekBank (EU439979)

Startup Description

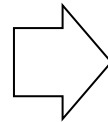
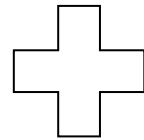
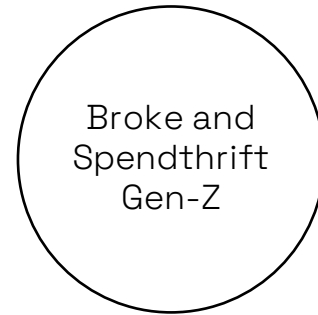
USP

FaekBank
rewards you
to stick to
your budget.

Problem

College students overspend and complain about being broke all the time.

They ask for money from their parents and borrow from friends frequently.

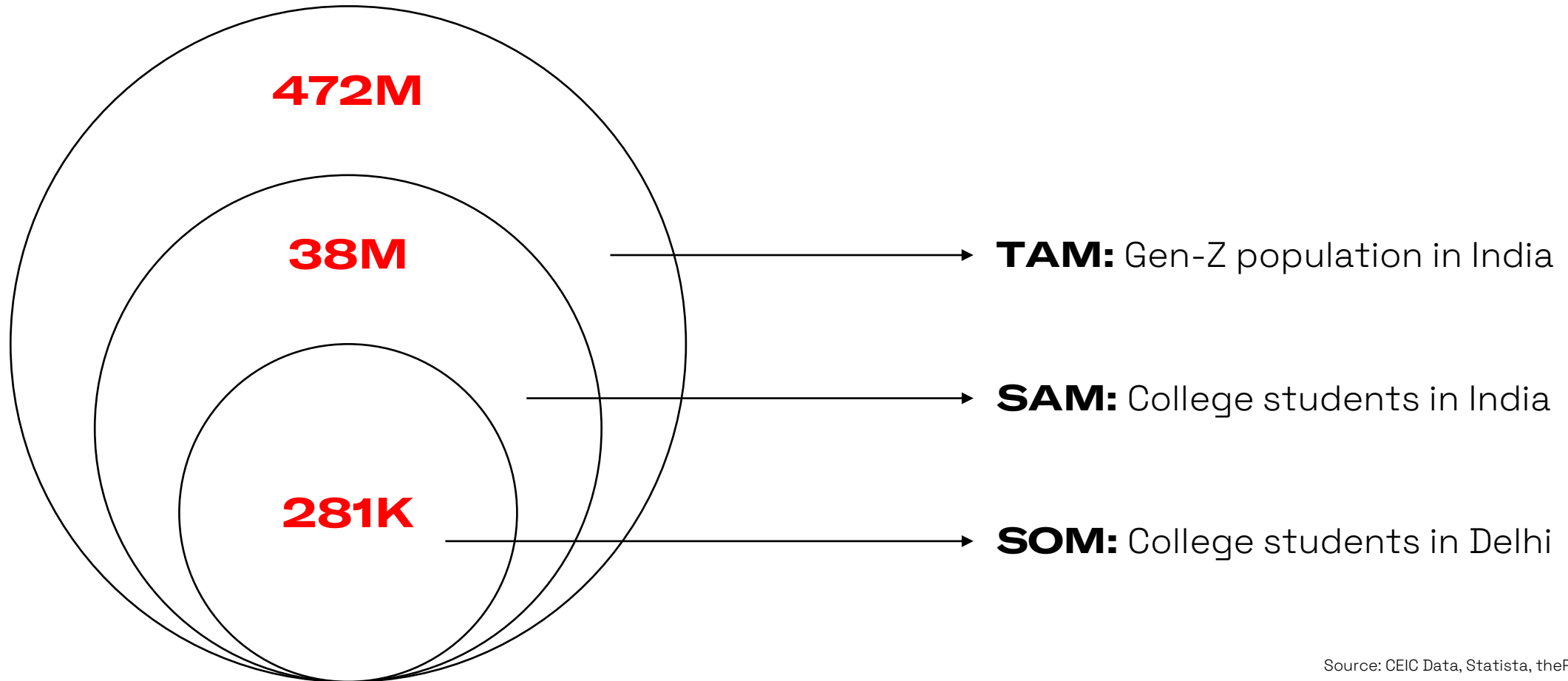


Value Proposition

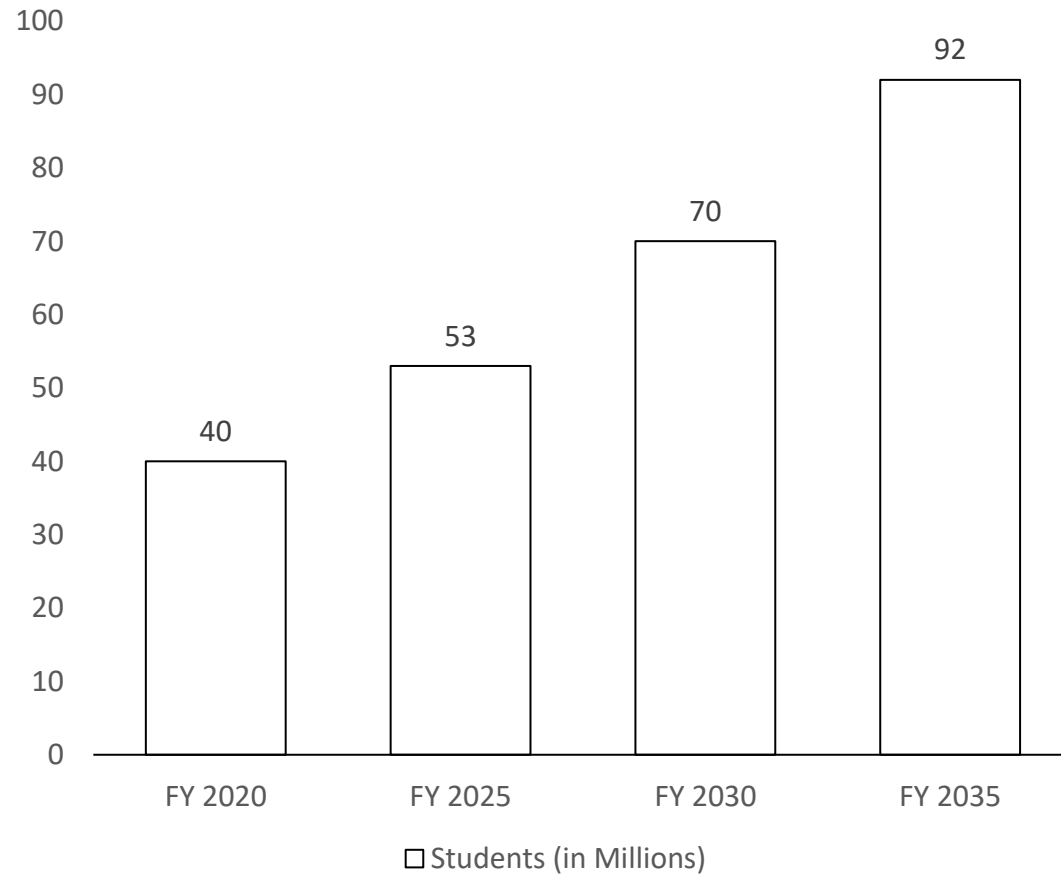
A UPI based payments app that helps users set a budget and rewards those who stick to it.

Target Customer

Size of target market



Growth and potential of target market



VIDEOS

GRAVITAS

WORLD

MY MONEY

FIFA

INDIA

SHOWBIZ

SPORTS

Gravitas: Gen Z is battling financial anxiety

WION Video Team | Updated: Oct 15, 2022, 06:38 AM IST

Growing number of students enrolled in higher education.

News reports show that Gen Z needs such a solution.

Source: Statista, WION

Detailed Revenue Model

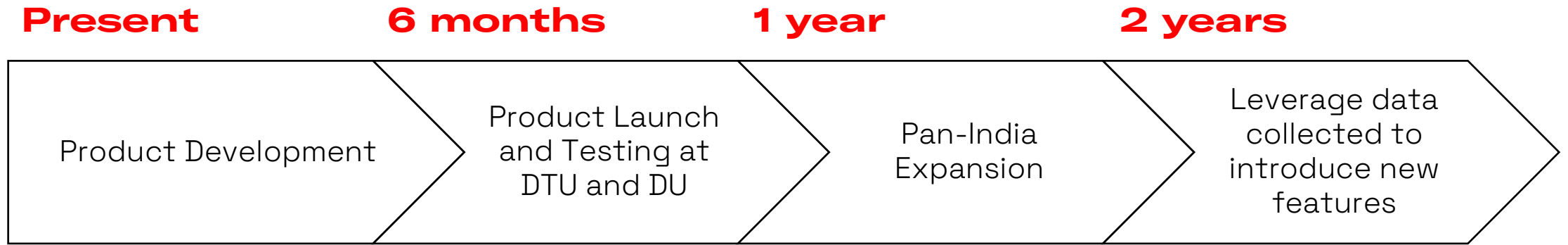
Listing Fees

- Receive a fee from partnered businesses every time a user redeems their coupons.

Brokerage Fees

- 0.5% cut from amount invested in our investment sector.

Stage of Startup Future Plan



Retention Marketing

Levels (Bronze, Gold, etc.)

- Users level up when they stick to their budget.
- Your level shows how good you are in your personal finance game.
- Coupons are issued according to your level.

Cultured references

- References to Memes and Gen-Z culture throughout the app experience makes it fun and engaging.

Very unique UI

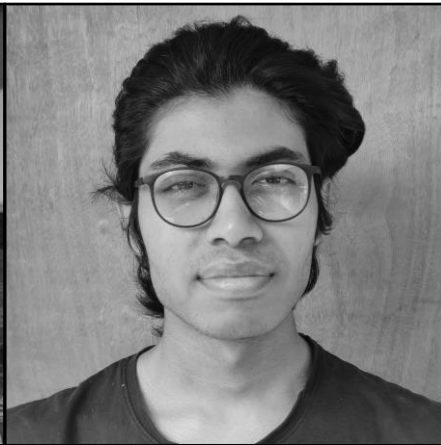
- Bold, on-the-face design.
- No buttons to navigate, only gestures.
- Makes Gen-Z curious and engaged.

Team Members



Vansh Gautam Baruah

- CEO
- 2nd Year, Design @ DTU
- Manages and talks business.



Nabameet Chatterjee

- CTO
- 2nd Year, Design @ DTU
- Plans and builds.



Tanishq Goswami

- CDO
- 2nd Year, Design @ DTU
- Designs the experience.



Abhinav Das

- UI/UX Designer
- 2nd Year, Design @ DTU
- Designs the interface.



Suryalok Bhattacherya

- Marketing Lead
- 2nd Year, Design @ DTU
- Well-versed in social media.