



# Coin Coach

Engineered by Hackermen

GDSC AI HACK – FINTECH



April 2024

# Key Issues



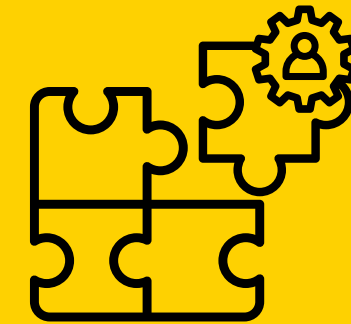
## Trust

People need confidence in their investments



## Complexity

Finance is complicated; simplifying it helps more people.



## Financial gap

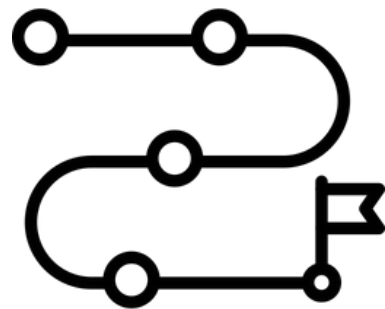
Not everyone knows about money; closing this gap is important.

# Coin Coach

Learn by AI ✗



Learn along AI ✓



## Gamification

Interactive lessons from  
beginner to advanced



## LLM

Personal pet with which to  
learn & grow together



## Financial decisions

Unlock step by step essential  
financial tools and assistance



# Financial Target

Based on the data mentioned in the previous slide, the targets that we will likely achieve are as follows:

## **Future Investors**

For those who want to start their financial journey but don't know where to begin

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## **Beginner Savers**

For those ready to start saving for the future but need guidance and support to do it effectively

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# Stack

## ExpressJS

A framework greatly used with a great community which adds in value for the development.

## React + NextJS

React has been greatly used for its easy use and powerful tools. NextJS works by distributing the processing power on the server side

## MongoDB

Its systems allow creating a flexible distributable database, allowing great scalability. The structure of the app favors the use of non-relational database

## GPT-4 (Custom)

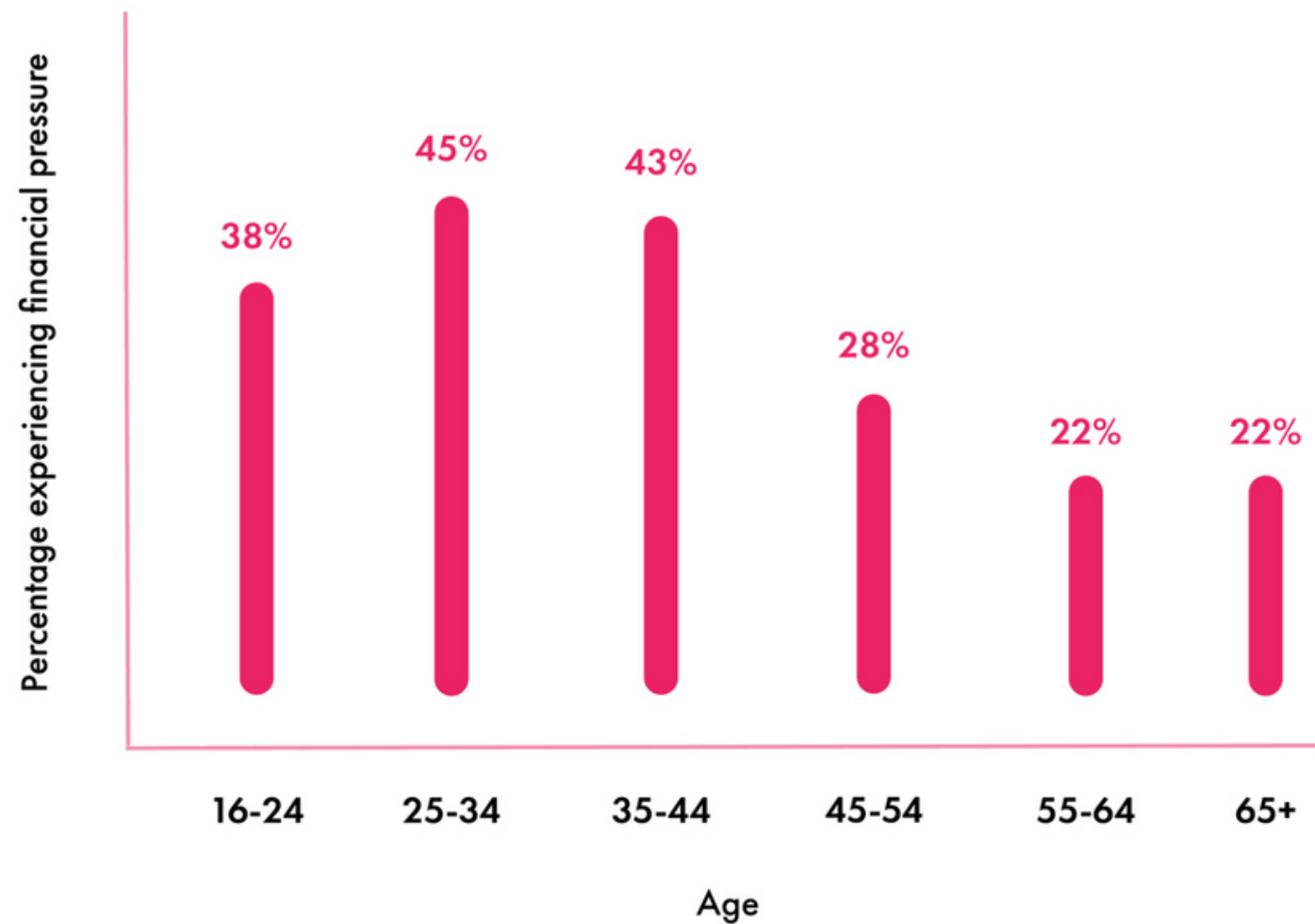
We contemplate using GPT-4 LLM as the source for the AI Pal, due to their easy API use, and great product success.



# Business Plan

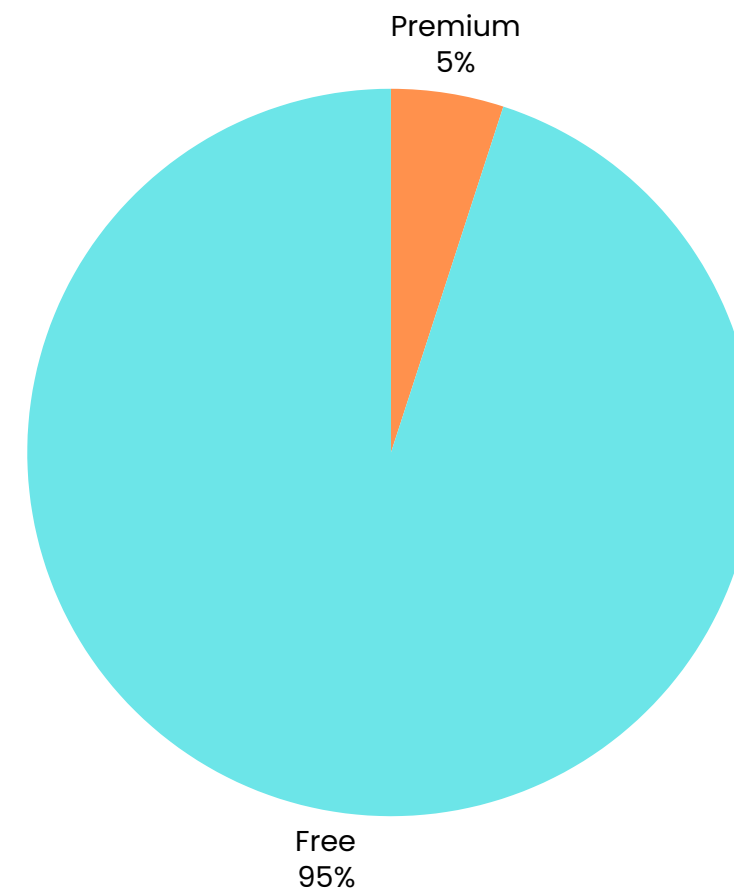
## Market Analysis

### Financia Pressure Across Age



Source: The Workplace Health Report

### Conversion Rate



**~10M Monthly Users**

- **9.5M Free**
- **500K Premium**

# Business Plan

## Costs/Month

\*10M Monthly Users



### Server

All expenses due to server costs,  
data storage & IT services



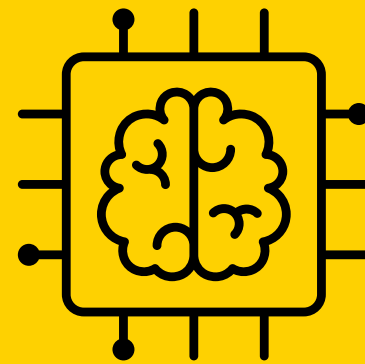
**~20K USD**



**~100K USD**



**~500K USD**



### GPT-4

Expenses due to the GPT-4 API  
for the AI Pet usage.  
Limited with "energy" concept  
to avoid excessive costs

**~500K USD**



### Maintenance

Developing costs for  
maintaining the application

**~30K USD**

# Business Plan

## Pricing System

**Freemium + In-App Purchases**

**Free**

**Premium**

**Ads**

**Restricted**

**Extra Features**



# Business Plan

## Revenue/Month

**\*10M Monthly Users**

<b>Ads</b>	~50K USD
<b>Subscriptions</b>	~2.5M USD
<b>In-app purchases</b>	~40K USD