



Coin Coach

Engineered by Hackermen

GDSC AI HACK – FINTECH



April 2024

Key Issues



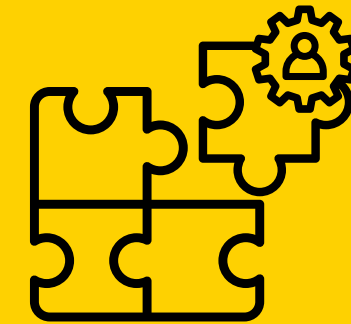
Trust

People need confidence in their investments



Complexity

Finance is complicated; simplifying it helps more people.



Financial gap

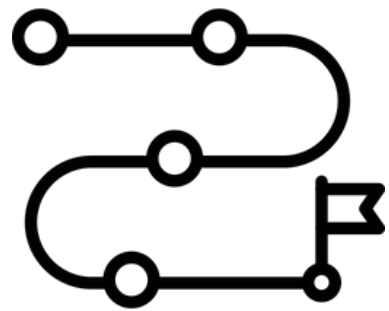
Not everyone knows about money; closing this gap is important.

Coin Coach

Learn by AI ✗



Learn along AI ✓



Gamification

Interactive lessons from
beginner to advanced



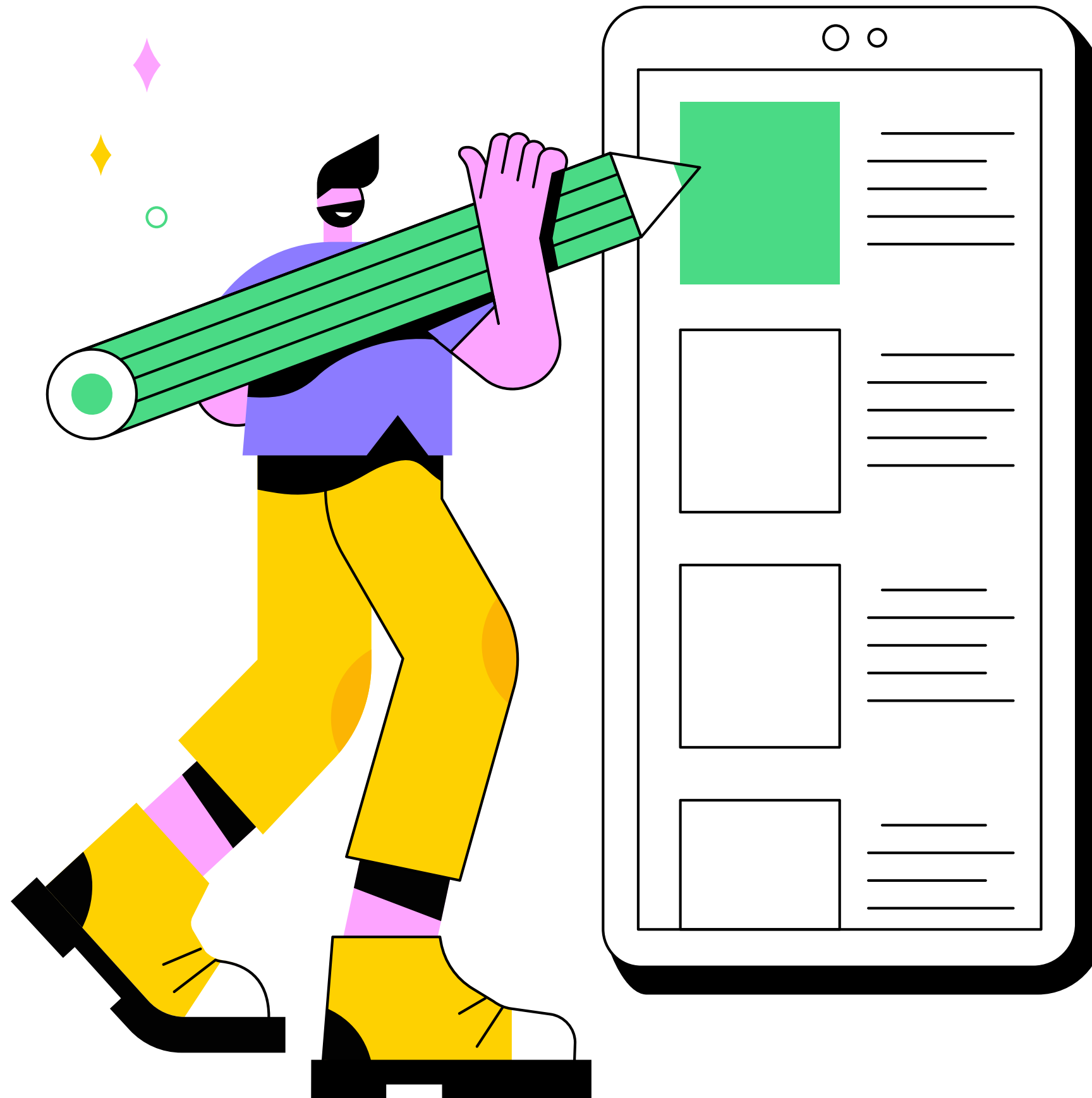
LLM

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

Beginner Savers

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



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)

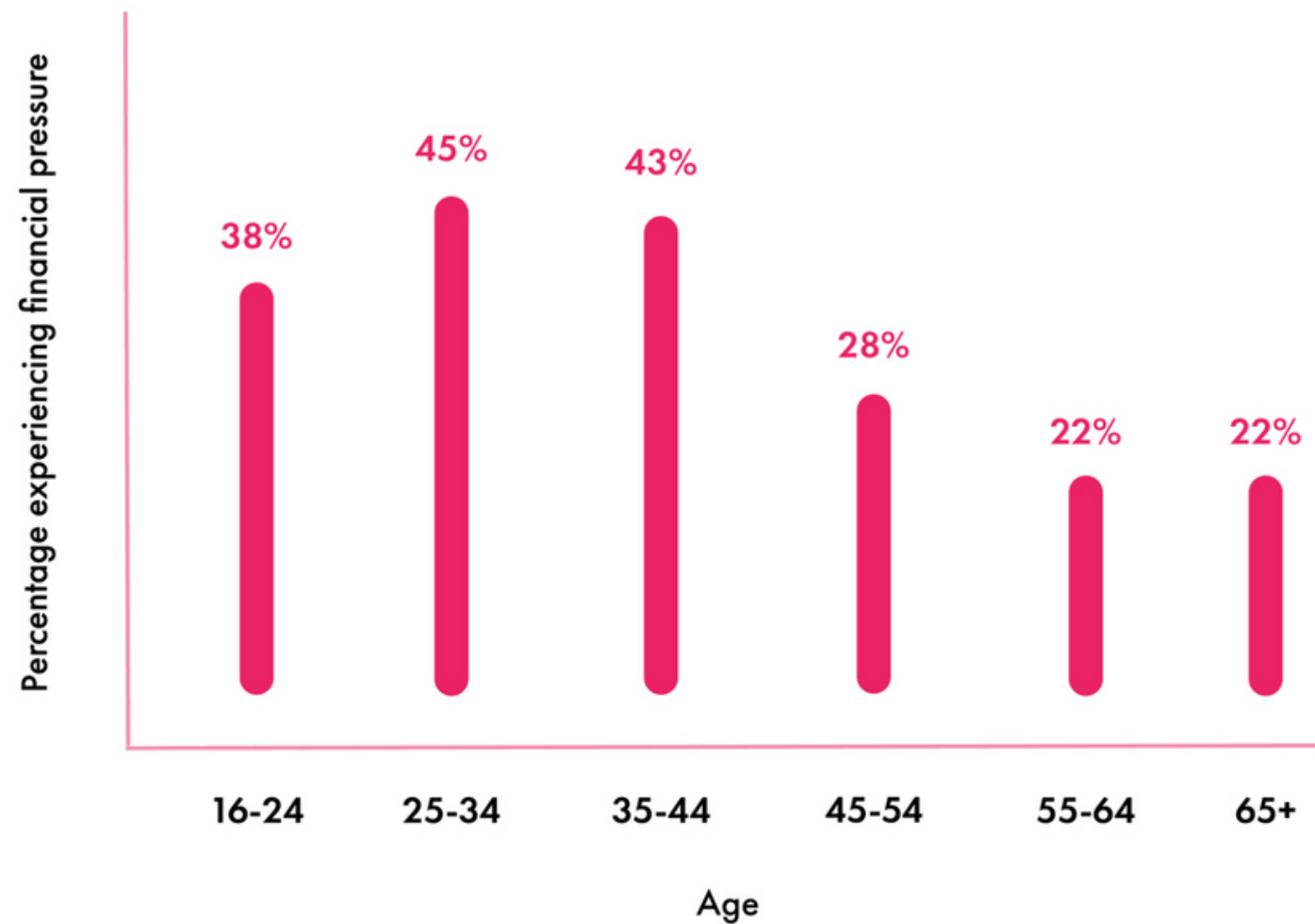
We contemplate using GPT-4 LLM as the source for the AI Pal, due to their easy API use, and great product success.



Business Plan

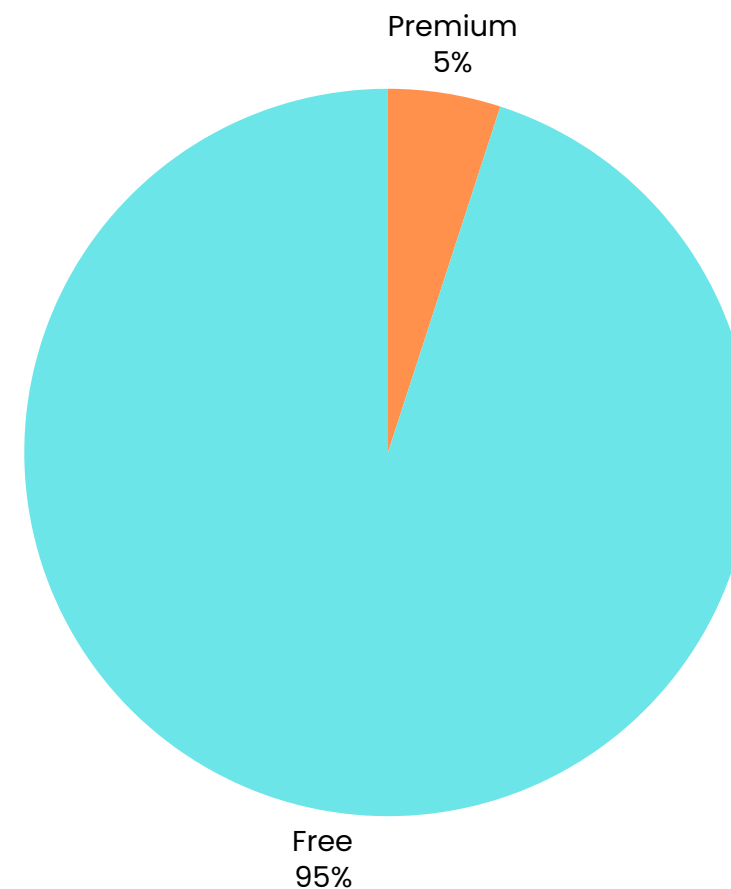
Market Analysis

Financial 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



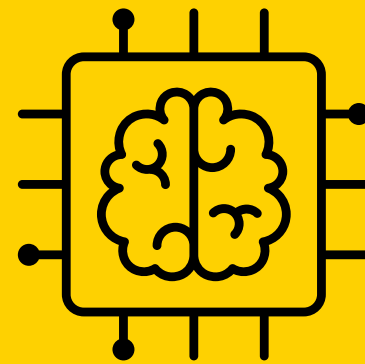
~20K USD



~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

Ads	~50K USD
Subscriptions	~2.5M USD
In-app purchases	~40K USD