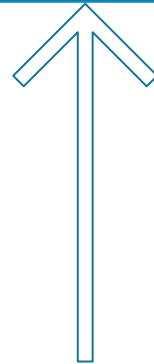
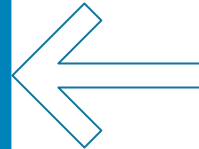
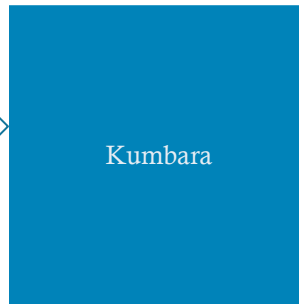
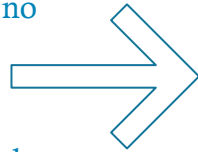




Key Differentiators

- Gamification of money saving efforts for ex (Badge earning for doing 'no spend' days or 'saving goal accomplishment for week')
- Transparency between families to share insights how weekly spending goes and share tips that make sense
- Free users can get all content but perks like exclusive financial consulting sessions will be open only for premium members



Summary of Idea

App designed for families with kids, helping to understand money savings for kids.

- It helps kids to save money and track how their pocket money grow
- It helps parents to strategically align saving goals and help from other parents to get tips
- It can also connect community for creating funds for common purposes

Business Value

- Partner with banks, financial institutions and get professional support for debt consolidation
- Connect with financial consultants for families future planning of their dream (ex: home, car, college)
- Create a ecosystem to show impact families how community driven initiatives can make impact
- Awareness of money saving for kids and building differentiation of needs and wants