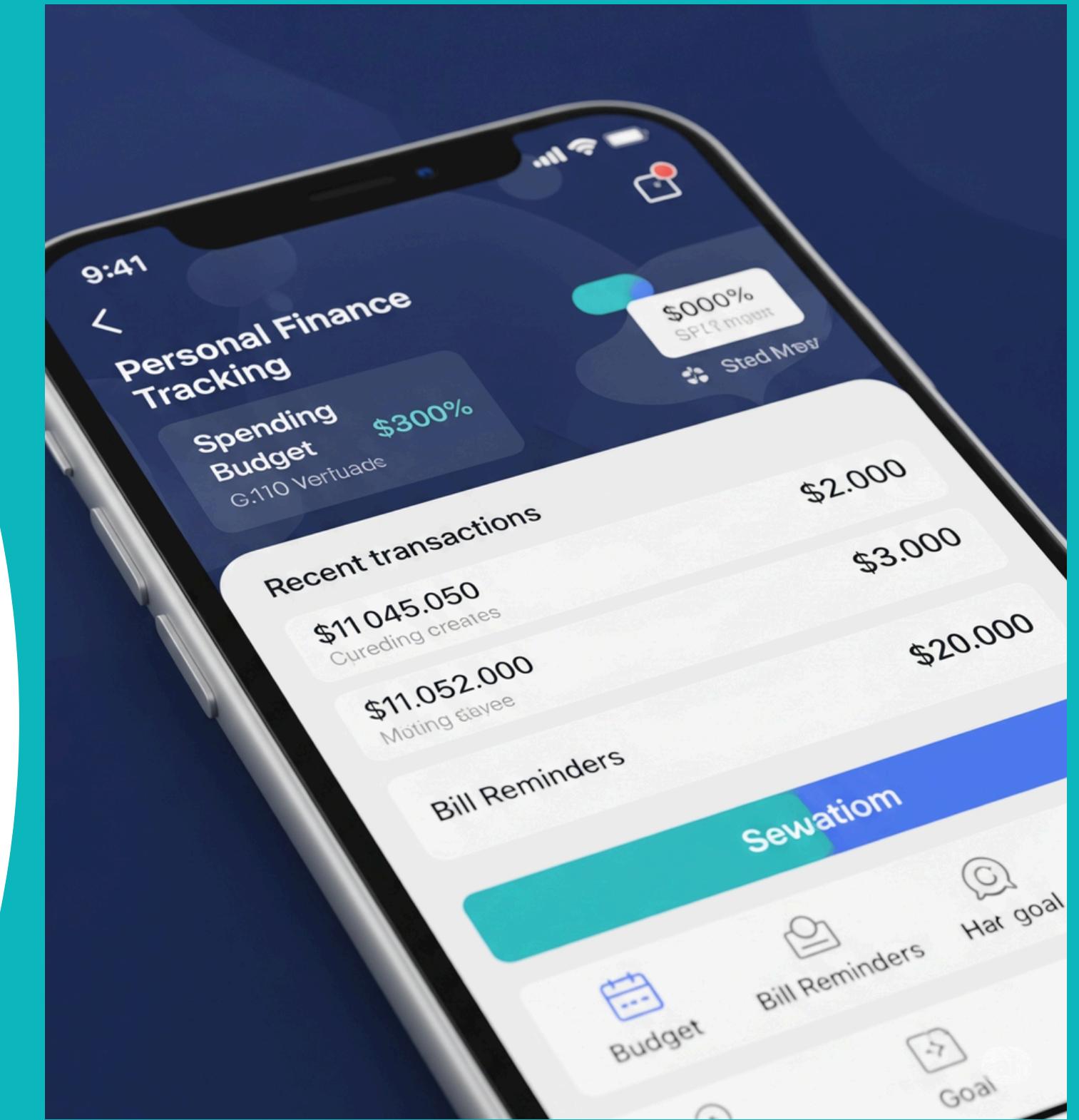




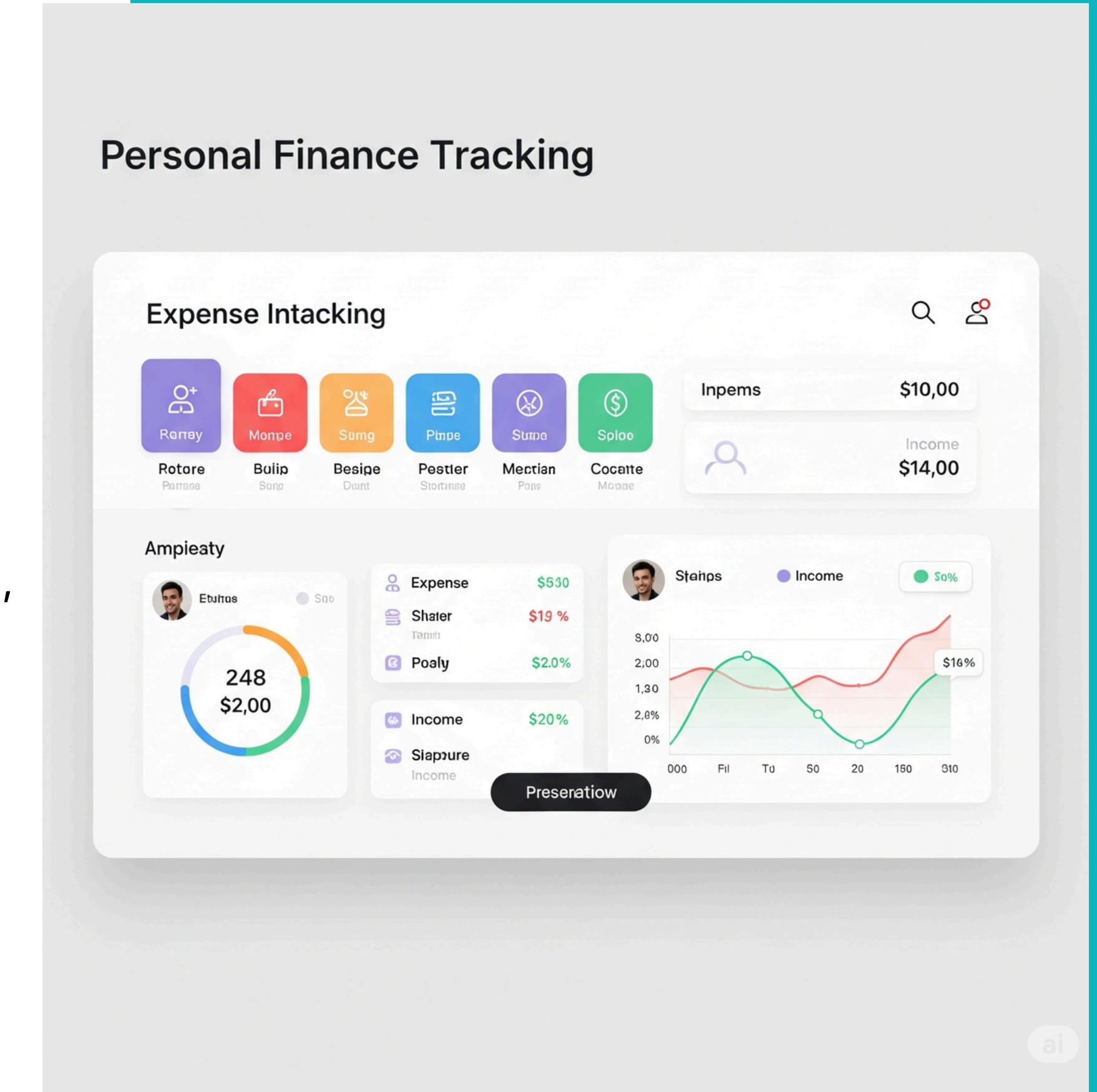
Trader Expense & Income Tracker





The Problem:

- Traders and small business owners struggle with manual, disorganized financial tracking.
- Lack of real-time insights into income, expenses, and profitability.
- Existing solutions are often complex, time-consuming, and lack flexible input methods.

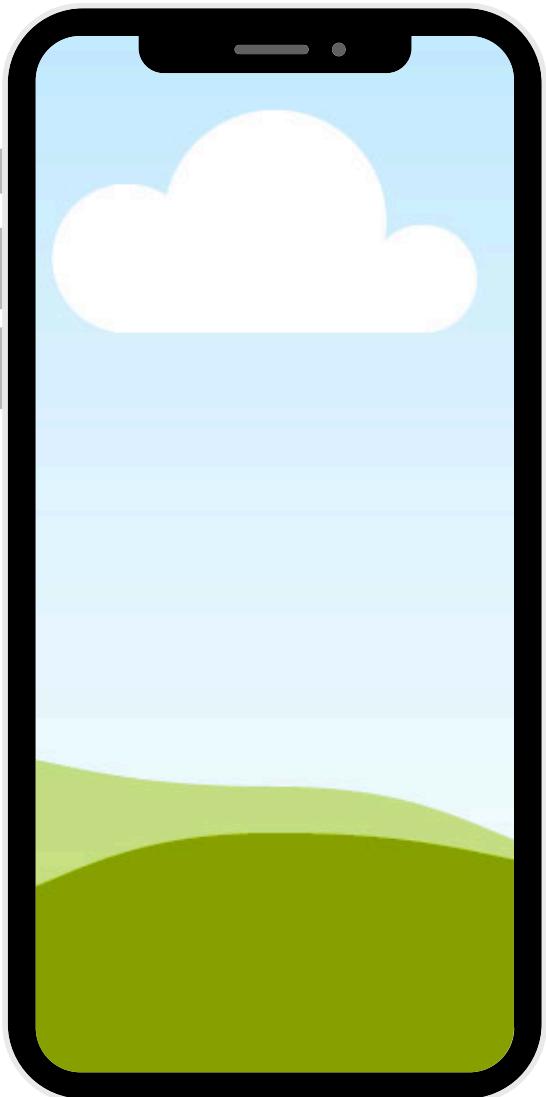
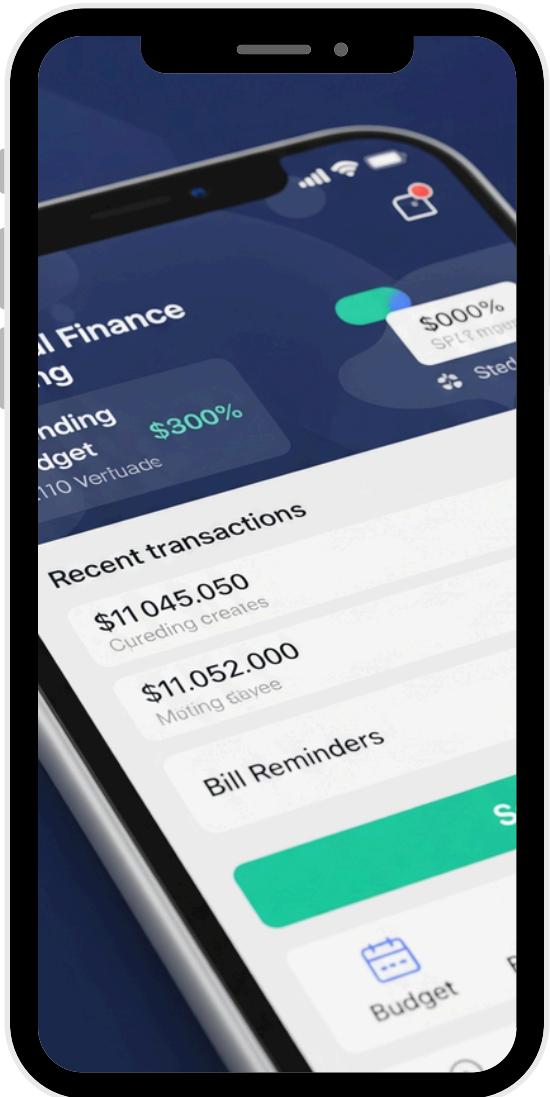


Our Solution:

- A user-friendly web application for efficient income and expense management.
- Offers multiple, flexible input methods: voice, photo (receipt scanning), and manual entry.
- Provides a comprehensive analytics dashboard for clear financial visualization.
- Enables users to gain insights into financial trends, category performance, and net profitability.

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Product

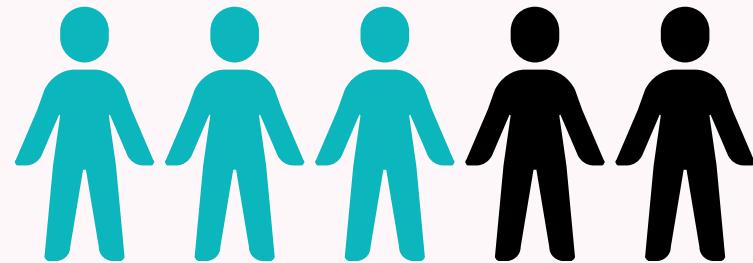


The Trader Expense & Income Tracker helps users:

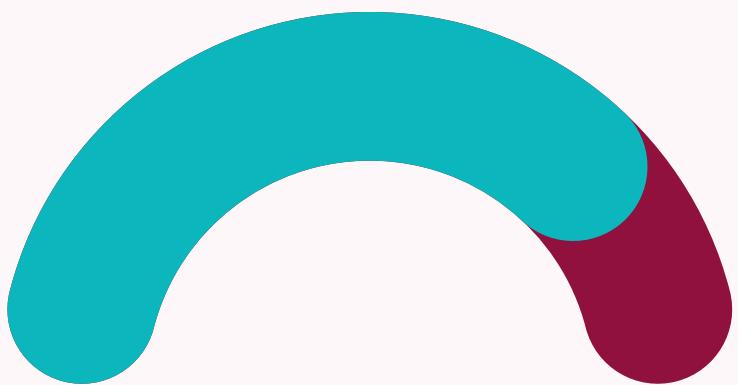
- *Track total income, total expenses, net profit, and total transactions at a glance.*
- *Input transactions via voice commands, photo uploads (simulated OCR for receipts), or traditional manual forms.*
- *Visualize financial data with interactive charts for trends, category performance, and income vs. expenses distribution.*

Target Market

3 out 5



Small business owners have limited financial literacy, emphasizing the need for an intuitive and accessible financial tracking system.



82%

Small businesses fail due to poor cash flow management. This highlights a critical need for effective financial tracking tools.



43%

Small business owners currently face cash flow problems. Our solution directly addresses this pain point.

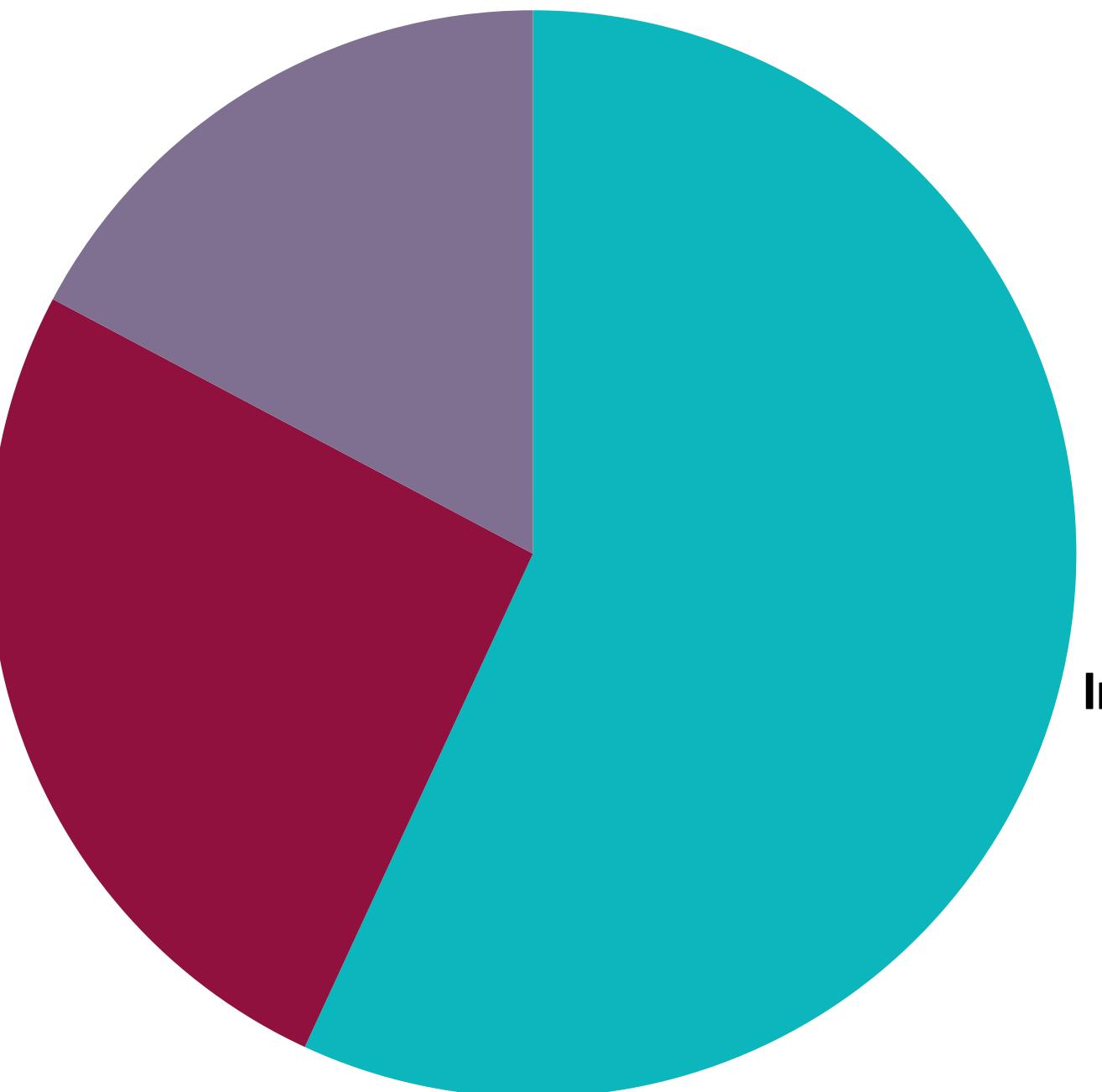
Market Size

Trader Expense & Income Tracker is positioned within several large and rapidly expanding markets, indicating a significant addressable user base and substantial growth opportunities.

Small Business Owners
17.2%

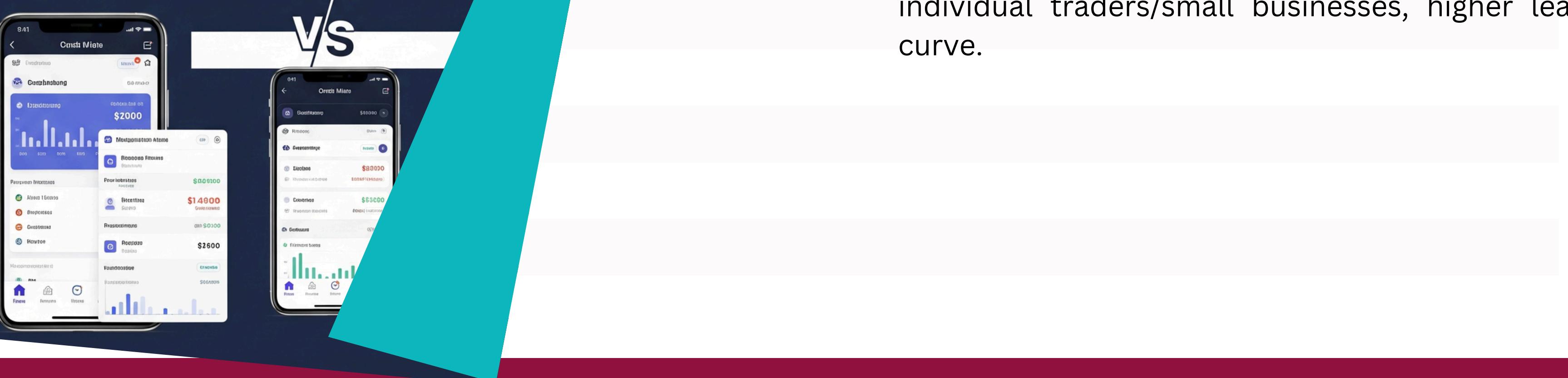
Freelancers
25.9%

Individual Traders
56.9%



Finance Applications

	Bill Pay	Investment Tracking	Investment
Bill Pay	\$200	\$470	\$300
Expense Tracking	\$200	\$300	\$370
Financial Goal	\$670	\$170	\$100



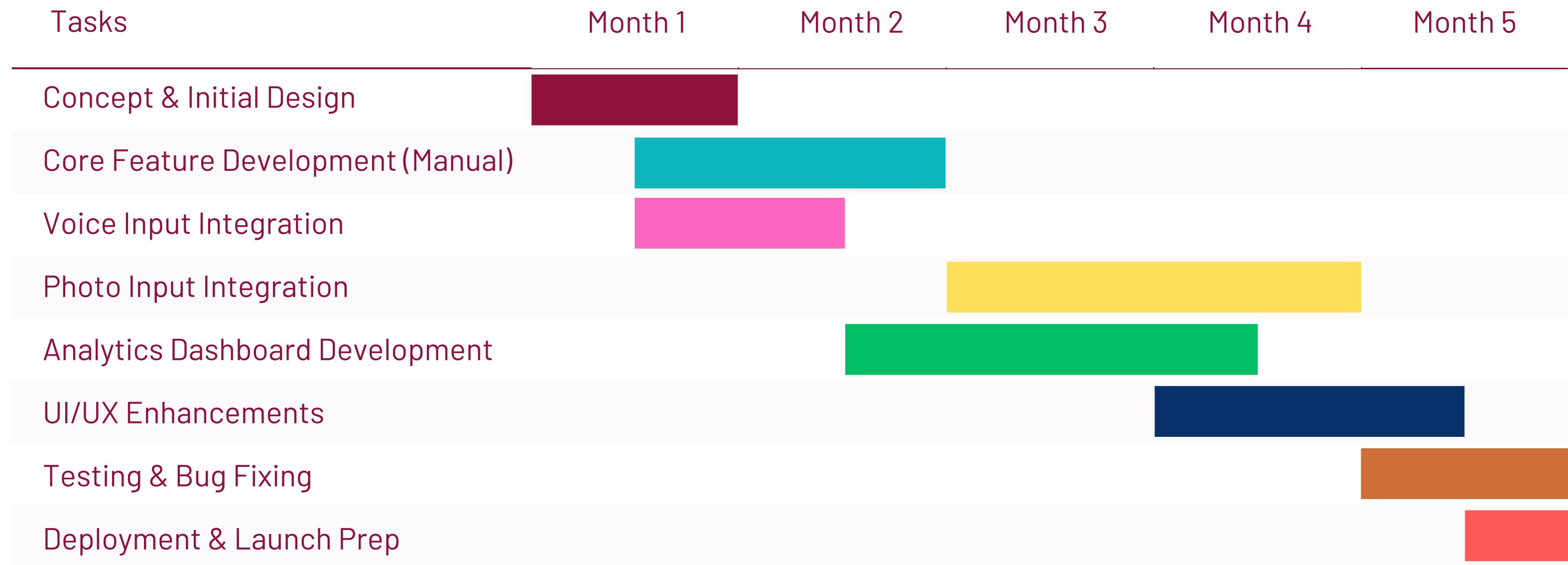
Competitors:

- Spreadsheets (e.g., Excel, Google Sheets) - Less automated, prone to manual errors.
- Generic budgeting apps - May lack specific features for business or trading income/expenses.
- Complex accounting software - Often overkill for individual traders/small businesses, higher learning curve.

Competitive Advantage

- Multi-modal Input: Voice and photo input significantly streamline the data entry process, saving time and reducing friction.
- Instant Visual Analytics: A dedicated dashboard with charts for trends and category breakdowns offers immediate, actionable insights.
- Simplicity & Focus: Designed specifically for income and expense tracking without unnecessary complexity, making it accessible to a broader user base.

Project Traction



Business Model



Trader Expense & Income Tracker will generate revenue through a Freemium Model combined with Subscription Tiers and potential Premium Features.

** Our Freemium and Subscription model is designed for strong profitability and scalability. We anticipate achieving positive profit margins within 6months by leveraging low per-user variable costs and recurring revenue streams.

** Our tiered offerings will drive strong average revenue per user (ARPU), and a focus on user retention will maximize customer lifetime value, contributing to a projected 60% net profit margin by year 2026.

Go To Market

- **Digital Marketing:** Target ads on social media platforms (e.g., Facebook groups for traders, small business forums).
- **Content Marketing:** Create blog posts and guides on financial management for traders.
- **App Store Optimization:** Optimize for visibility in relevant app stores.
- **Partnerships:** Collaborate with trading education platforms or small business communities.
- **Referral Program:** Encourage existing users to spread the word.

Social Impact

- **SDG 8:** Decent Work and Economic Growth: By empowering individuals and small businesses with better financial management tools, the project contributes to their economic stability and growth.
- **SDG 9:** Industry, Innovation, and Infrastructure: Leveraging innovative technologies like voice and photo input for financial tracking.

Our Ask

- We are seeking **\$1,000** in seed funding to finalize the development, enhance functionality, and accelerate the market penetration of the Trader Expense & Income Tracker.
- In addition to funding, we are actively looking for:
 - * Strategic Partnerships.
 - * Expert Mentorship & Guidance.
- The requested funding will be strategically allocated to:
 - a. Product Development & Enhancement(55%)
 - b. Operational & Legal Compliance (20%)
 - c. Market Reach & User Acquisition(25%)

TEAM



NZULA PRISCILLA

C.E.O & Founder



Thank you!

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