



DeepPocket LITE

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ABOUT US

TxSolve is a app startup.

At TxSolve, Our Solutions are designed to help business to make the most out of time using our productivity apps. Our solutions on Personal Finance, Analytical Reporting are built to bring immediate value to the users. We also strive to make our apps the safest and most trusted experience possible for users.

DeepPocket LITE app help users get insights on monthly savings, demonstrate credibility & intent to pay and borrow funds confidently to grow and focus on core business.



PROBLEM

MARKET GAP

Borrowers need new way to get consolidated view of savings from multiple accounts in multiple banks but are unable to or done using cumbersome manual effort

CUSTOMERS

Lack of information leads to mistrust resulting in lenders not providing loan though customer have the right intent to pay.

FINANCIALS

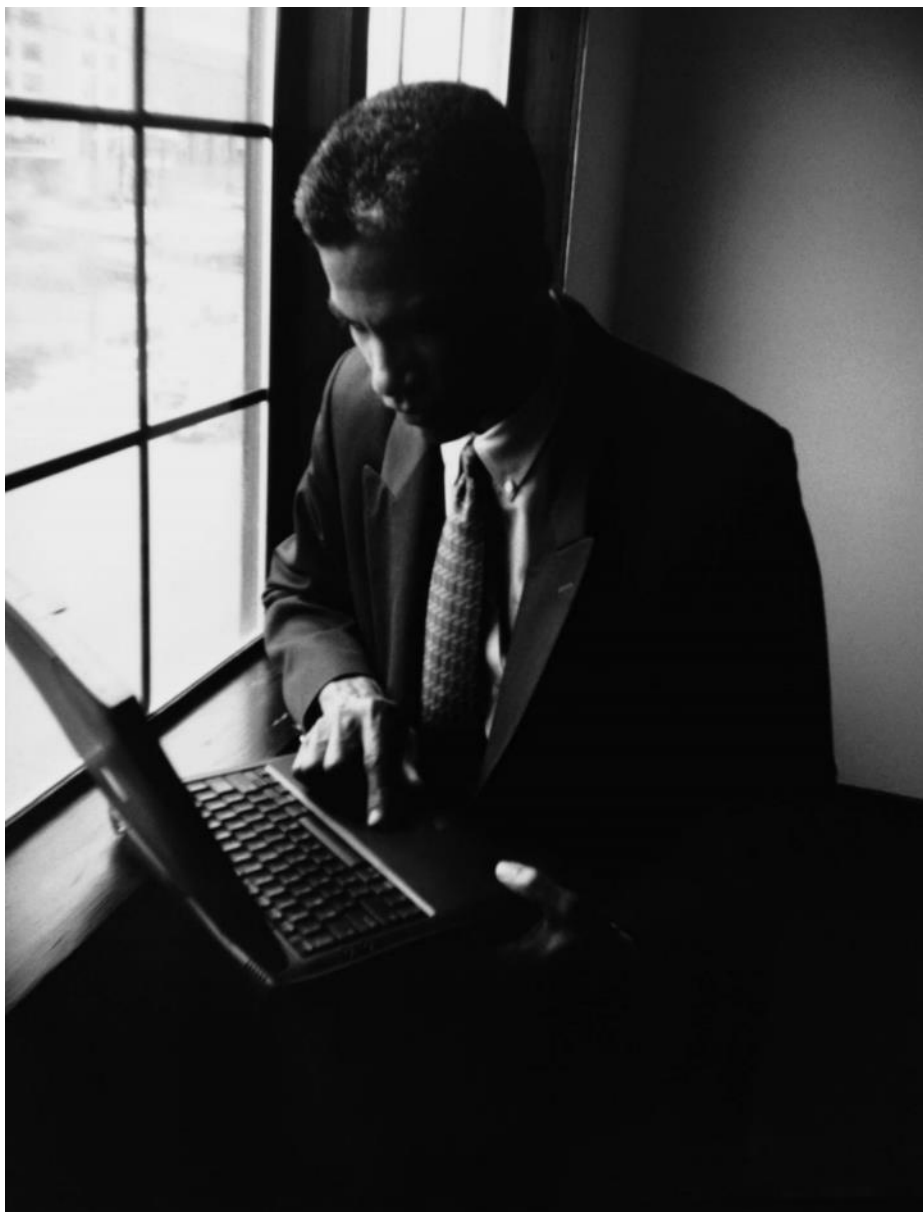
- Small business unable to grow due to lack of access to credit.
- Banks are over lending the same borrowers resulting in concentration risk

COSTS

- 50% population has no access to credit.
- Lenders unable to maximize customer base

USABILITY

Customers want something that's easy to adopt and simple to use



SOLUTION

CLOSE THE GAP

DeepPocket LITE is a unique solution that empowers borrowers to know their cash saving potential and seek credit loans more confidently exhibiting the right "Intent to pay". Lenders knowing the intent to pay can be rest assured of the loaned amount and provide credit in a timely manner.

App does not store or seek user credentials. Insights are based on information messages sent by the bank which is the single source of truth without any manual intervention.

TARGET AUDIENCE

MSME / Working Professionals – Startup / HNI / VC

COST SAVINGS

MSME Borrowers get access to funds providing the right information on the intent to pay to the lenders

EASY TO USE

A simple product that gives customers the information they need in order to make informed financial decisions

PRODUCT OVERVIEW



UNIQUE

Only product specifically designed to provide consolidated view of monthly savings from all bank accounts and ability to filter by bank or account for each month / year

TESTED

Conducted testing with self and friends, relatives who are in different professions

FIRST TO MARKET

First product that's both easy to use and fulfils the need

AUTHENTIC

Designed based on own experience with borrowing credit and repayment without default

<https://youtu.be/zyiayNuidX8>

PRODUCT BENEFITS

Simple and easy to use

Single source of truth with no manual intervention

Holistic view of saving rate from all bank accounts

Know monthly net savings trends after debits. The savings insights will help take credit loan with confidence to repay and bridge the gap between borrower and lender.



A black and white photograph taken from a low angle looking up at several tall, modern skyscrapers. The buildings are made of glass and steel, with many windows reflecting light. In the bottom left foreground, the back of a person's head and shoulders are visible, looking up towards the buildings. A solid blue horizontal bar is positioned across the middle of the image, just above the text.

COMPANY OVERVIEW

BUSINESS MODEL

RESEARCH

Based my research on
personal experience and
inputs from friends

ABSTRACT

We believe borrowers and
lenders need way to build
trust and manage their funds
efficiently. Borrowers will
know their repayment
capacity before taking the
credit. Lenders knowing the
intent to pay can be rest
assured of the loaned amount

DESIGN

Minimalist design and easy
to use



FINANCIAL
PLANNING

THANK YOU

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