# Business Plan & Pitch for Receipt Riches

## Business Name

Receipt Riches

## Tagline

Rule Your Budget. Master the Cart.

## Executive Summary

Receipt Riches is a mobile app designed to teach and empower everyday people how to master the art of extreme couponing. With rising inflation and shrinking budgets, consumers need smarter ways to shop. Receipt Riches makes that easy by offering real-time deal matchups, step-by-step tutorials, and a supportive community of like-minded savers. This app transforms couponing into a lifestyle, putting real cash back into the hands of families.

## Mission Statement

To create the ultimate extreme couponing hub that teaches users how to save hundreds each month while building smart financial habits and long-term wealth.

## Target Audience

- Low- to middle-income households  
- Single parents and families  
- College students and fixed-income individuals  
- Budget-conscious shoppers

## Key Features

1. Live Deal Feed – Real-time coupon matchups at major stores (Walmart, Target, CVS, Dollar General, etc.)  
2. Video Tutorials – Beginner to advanced strategies for maximizing savings  
3. Coupon Stacking Tools – Smart tech that recommends the best combos  
4. Store Policy Database – Easy access to coupon rules per retailer  
5. Barcode Scanner (Phase 2) – Scan items to check for current deals instantly  
6. Community Feed – Users share haul pics, glitches, and hacks

## Revenue Streams

- Freemium model: Free access with ads, Premium at $4.99/month (exclusive content + early alerts)  
- Affiliate income: Cashback app partnerships (Ibotta, Fetch, Rakuten)  
- In-app brand partnerships and sponsored deals

## Marketing Strategy

- TikTok/Instagram: Showcase real hauls and savings tutorials  
- YouTube series: “Receipt Riches Challenge” — how to save $200/month on real groceries  
- Referral bonuses: Users earn credit or swag for bringing in new users

## Vision for Year One

- Reach 10K app downloads  
- 1,000 paid subscribers  
- Secure 2-3 affiliate partnerships  
- Launch barcode scanner tool by Q4

## Long-Term Goals

- Expand into “receipt cash-out” services  
- Add in-store coupon printing for select retailers  
- Launch bilingual version (Spanish + English)  
- Host live couponing events & masterclasses

## Founder Statement

"Receipt Riches isn’t just about cutting costs — it’s about crowning control over your financial future. I built this app because I’ve lived the struggle and seen how one smart receipt can flip the script. This is more than saving money — it’s a movement."  
  
Let's help the world shop smarter, live richer, and rule the register.