Our idea can be split into two major parts:

1. We are designing a reward system business model where a person's daily financial data can help him get introduced to new brands and get good offers at the same time.

By analyzing a person's daily spendings, we are trying to understand one's craze for a brand and in turn, giving him benefits in the form of discount offers as a result of their loyalty towards a brand. Moreover, we are developing a method based on concrete analysis which can recommend a person, specific brands based on the brands he has shopped from in the past. This way brands can attract new customers towards them by providing offer coupons as incentives. It's a win-win for both the parties, users getting discounts on their next purchases, and brands earning new customers.

2. Our motive is to empower a person with his financial data. People today are scared and unaware of their finance, so our idea also aims at giving them a different perspective on finance. Presenting all the crucial financial information on a minimalistic dashboard and providing exclusive user experience, will eventually lead to a financially responsible and sound person. Further, we are also adding a lifestyle dashboard indicating the user's financial health.

All of these features will be embedded into one web application completing one's financial circle!