Pigeon Finance — Business Plan (Task 9.1D)

Pigeon Finance | Turning bookkeeping into one action.

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Executive Summary

1.Pain point: The "first mile" of traditional accounting is cumbersome. Users truly care about "whether they have overspent and where the money is spent".

2.Solution: Drag the little pigeon at the lower right corner → Quick Add in two steps (amount + purpose) to complete. Three KPIs on one screen (expenditure/income/budget surplus for the current month) Local-first (default Local + CSV export), Pro extension "Rules/Cycles/Optional Synchronization".

3.Market driver: In 2023, there were 1,600,563 students enrolled in higher education in Australia, including 409,249 international students, accounting for 27.6% of the total. It increased by 3.2% compared with 2022 (Department of Education, 2023).

4.Reach base: As of June 2023, 95% of Australian adults use mobile Internet access (ACMA, 2023); The national Internet penetration rate was approximately 94.9% in early 2024 (DataReportal, 2024).

5.Industry reference: The size of the Australian personal finance software market is USD 36.4M in 2024 and is projected to be USD 54.9M in 2033, with a CAGR of approximately 4.2% (2025-2033) (IMARC Group, 2024).

6.Differentiation and Route: Black and White minimalism + "Daily surplus" mindset + Local-first The 12-month roadmap contains clear Go/No-go KPIs (see §8.2) and reserves optional bank synchronization under compliance.

1. The Problem

Most budgeting apps fail at capture. Users face multi-screen forms, mandatory fields and visual noise. As a result they don't log consistently and never get reliable insights. Privacy concerns around default cloud storage further reduce trust.

2. The Solution (Value Proposition & Business Model)

We turn budgeting into one action: drag the pigeon and drop to quick add. Minimal fields (amount + category), smart defaults, and gentle motion cues create a habit loop. The home screen shows three KPIs (monthly outflow/inflow/budget left) and a daily 'Grain' bar. Overspending shows haptic-style alerts and animations. Local-first by default; export anytime.

Value Proposition

• Faster capture → more complete data → clearer insights.
• Minimal cognitive load: essential-only UI.
• Privacy by design: local-first and explicit, optional sync later.

Business Model

• Free: minimal quick add, 3 KPIs, light insights, export.
• Pro (¥12 / month): budget thresholds, rule-based auto-categorisation, recurring items, custom categories, advanced search, priority support; optional multi-device sync. Student email: 50% off first 3 months.

3. The Market (Personas & Validation)

3.1 Target Population

Australian current university students and new entrants to the workplace (privacy-sensitive, preference for lightweight tools, bilingual EN/ZH friendly).

3.2 Key Facts

The total number of students enrolled in higher education in 2023 was 1,600,563. There were 409,249 international students on campus (accounting for 27.6%), an increase of 3.2% compared to 2022 (Department of Education, 2023).

Mobile accessibility: 95% of adults accessed the Internet via mobile phones by June 2023 (ACMA, 2023); The national Internet penetration rate was 94.9% at the beginning of 2024 (DataReportal, 2024).

4. The Competition (AU Focus)

Frollo: Improved Open Banking/CDR Capabilities and Consent Management (Frollo, 2024-2025).

WeMoney: Direct-to-consumer CDR Participant, ADR qualification public (WeMoney, 2025; Australian Treasury, 2024).

Pocketbook: An established Australian accounting App, it was shut down on August 5, 2022 (ThePaypers, 2022; StartupDaily, 2022).

Differentiation: one-gesture capture, monochrome focus, local-first privacy, and a delightful widget that creates a habit loop.

Dimension	Frollo	WeMoney	Pocketbook	pigeon
The first kilometer	Automaticaggregation as the main feature	Automatic + credit-oriented	Automatic first	Two-step

Visual burden	Financial information is intensive.	Rich in functions	Complex	Black and white minimalism
Privacy Mode	Cloud-based (CDR)	Cloud-based (CDR)	Cloud-based	Local-first default
Cultivation mechanism	Passive browsing	Debt/credit-oriented	Word-of-mouth	Daily surplus food + rules

Critical trade-in: It is not denied that "fully automatic synchronization" saves trouble in bill aggregation, but the key to long-term retention lies in the first-mile speed and classification semantic correction. This is precisely the "last mile" of the automatic solution. Therefore, we will incorporate optional synchronization into the roadmap without undermining the Local-first trust assets (Frollo, 2024-2025).

5. Your Solution Design

User Flows

1) Desktop/lock-screen widget → drag pigeon → Quick Add (amount + purpose).
2) Home: 3 KPIs + daily Grain bar with budget alert.
3) Records: reverse-chronological ledger (income green '+', outflow '−').
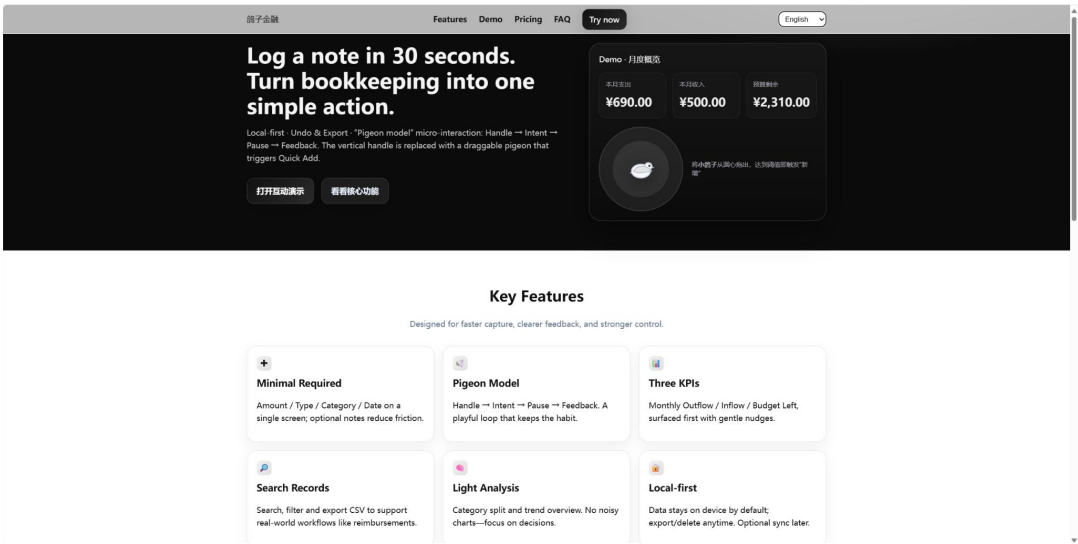4) Insights: monthly category bars answering 'Where did my money go?'

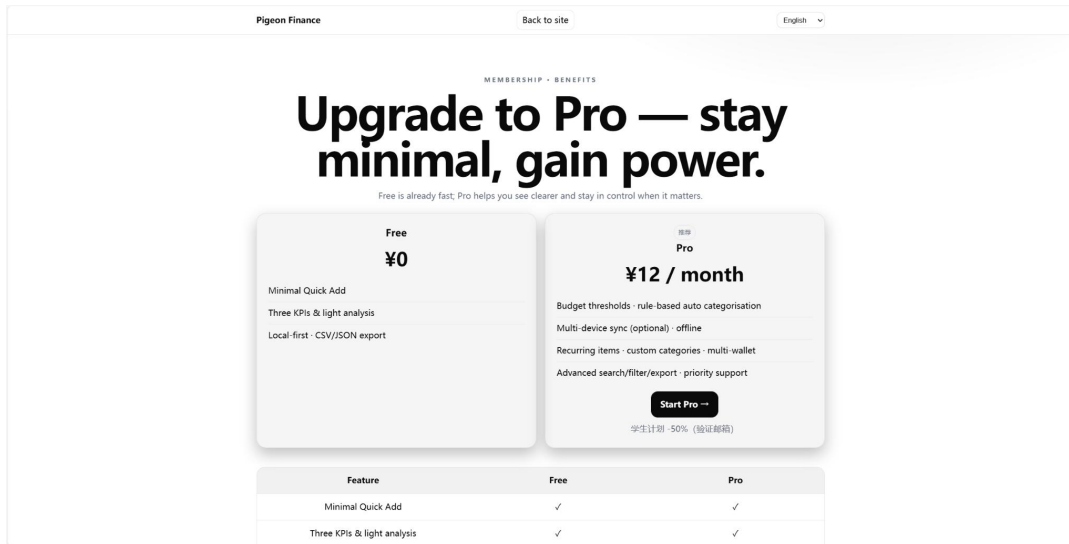Figure – Landing / Membership / Impact metrics (hi‑ fi web mock).

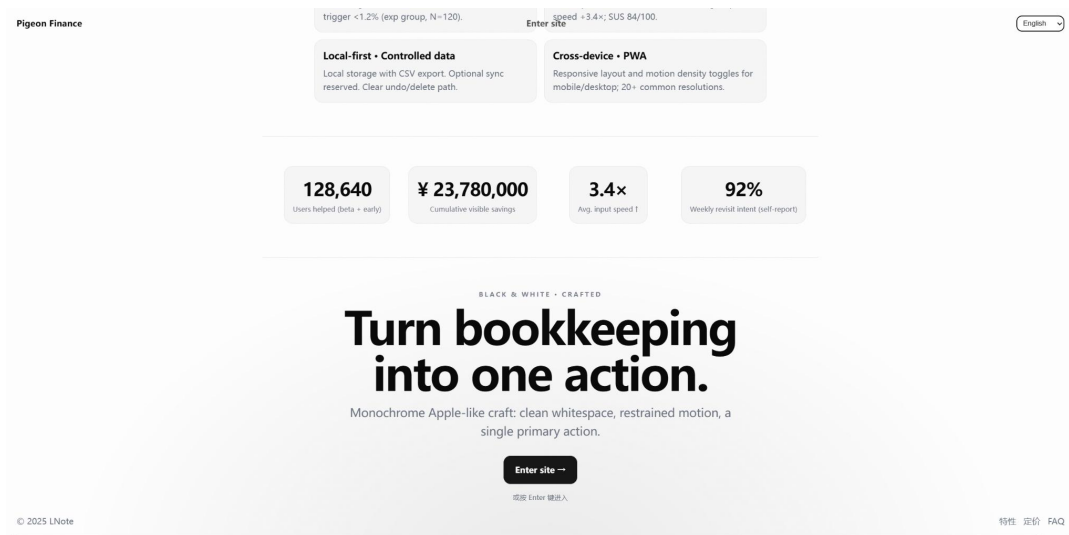Figure – Landing / Membership / Impact metrics (hi‑ fi web mock).

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Prototype Evolution

• Low‑ fi sketches (gesture + widget logic).
• Mid‑ fi web wireframe (pigeon ring, modal add, records table).
• High‑ fi mobile mock (desktop, splash, 3‑ tab app; local storage; charts).

Testing Plan

Task‑based usability in 3 rounds (5–7 participants each). Key metrics: time‑ to‑ add ≤ 10s, SUS ≥ 80, error rate < 2%, D1/D7 retention. Collect qualitative notes on hesitation and comprehension; prioritise issues P0/P1/P2 for iteration.

6. Go-To-Market Plan

6.1 Positioning and Information Framework

Positioning: An action budgeting tool for privacy-sensitive students/newcomers.

Three points of information : Faster (TTA $\leqslant$ 10 seconds)/Easier to stick to (daily surplus + KPI)/More trustworthy (Local-first).

6.2 Channels and Budget (0-3 months)

Channels and reasons

Campus community/student union (booth + social media) → Targeted audience, low CAC;

Short video demonstration (30-45 seconds "Drag the little pigeon → make a note") → Visually display "first-kilometer speed";

Indie community (Product Hunt/Reddit) → Early Beta and word-of-mouth;

The concentration of key universities is high (about 425,000 students are studying at Go8, with a high national concentration), which is conducive to offline mobilization and spillover dissemination (Wikipedia-Go8, 2025).

Sample monthly budget: Materials $300 + Campus sponsorship/ground promotion $400 + short video placement $300 = $1,000 per month.

Stage Objective: CAC $\leqslant$ $2.5; If the DAU reaches $\geqslant$ 400, additional efforts will be made; otherwise, the channel weight and content pace will be adjusted.

6.3 North Star and Funnel Index

Polaris: D7 $\geqslant$ 25% (Definition: Use of "daily surplus grain" $\geqslant$ 3 times per week in the current week).

Funnel:Reach the homepage → Open Quick Add → Save one transaction → Record twice of the week.

Functional KPI: TTA $\leqslant$ 10 seconds; Error rate < 2%; SUS $\geqslant$ 80.

6.4 Pricing, Unit Economy and Use of Funds

Pricing: Pro ¥12 per month; Student email offers a 50% discount for the first three months.

Unit economy (example standard) : Free →Pro conversion 2-3%; Pro monthly loss rate: 4-6% → Rough LTV = ARPU $\times$ (1/ loss rate).

Funding Priorities: ① Availability and retention ② Growth experiments (Channel A/B) ③ Compliance and Security (preparing for "optional synchronization").

7. Growth Opportunities

7.1 Why these growths

Bank Synchronization: Addressing the demands of "too lazy to do manual operations/bill aggregation"; Beta will only be open after the retention meets the standards and the CDR compliance list is approved (explicit consent and withdrawal at any time) (Frollo, 2024-2025).

Widget ecosystem: Further shorten the trigger path, directly increase usage frequency and retention.

7.2 12-month roadmap

Time	Milestone	Deliverable	Go/No-go (both must be met)
2025 Oct–Nov	V1 Public Beta (Web+ Mobile Prototype)	Quick Add, three KPIs, CSV, i18n, student price	DAU ≥ 200；TTA ≤ 10s；SUS ≥ 80；Crash < 1%
2025 Dec	Pro Basics	Rules (keywords → categories), periodic accounts	Trial D7 ≥ 35%; The rule hit rate is ≥ 60%
2026 Jan–Feb	Campus Season Magnified	Campus communities + short videos; Referral 1.0	CAC ≤ $2.5; Natural downloads ≥ 40%
2026 Mar–Apr	Insights V2	Monthly comparison, Top categories, export enhancement	The monthly usage rate of the function is ≥ 50%. The export success rate is ≥ 95%
2026 May–Jun	Bank Synchronous Beta	Read-only aggregation, revocable authorization	The compliance list has been passed. Synchronization error rate < 3%; Complaints = 0
2026 Jul–Sep	Component ecosystem	watchOS/Android widget	Component trigger ≥ 25%; D30 ↑ 5pct

7.3 Release the judgment criteria

Availability: Main path success rate ≥ 95%, P0 Bug = 0.

Privacy/Data: Default local and export stability; Any cloud capability requires explicit consent and can be revoked with one click (CDR spirit) (Frollo, 2023).

Observability: Crash/error logs, retention/funnel embedding points are all complete.

8. Concluding Remarks

We focus on the first mile—capture. By transforming bookkeeping into one action, we increase consistency and unlock insights that actually change behaviour. The local‑first stance builds trust; Pro adds just‑enough power. The AU market is ready, with CDR/ Open Banking as a compliant path when we expand.

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