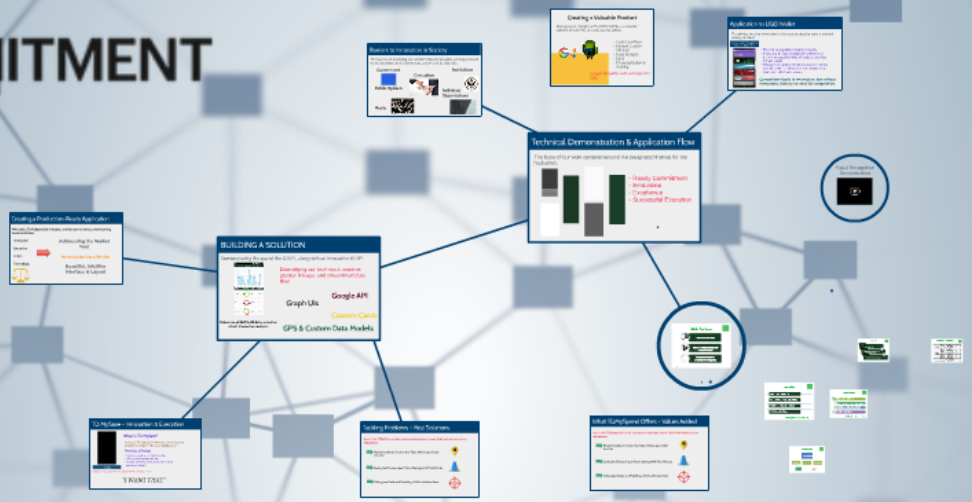
Jason Antao, Jeffrey Zhang, Michael Chau, Renata Shpigel, Het Ketaria

THE READY COMMITMENT



TDMySave | TD Hacks

TD MySave

Bringing The Ready Commitment to the Masses

PRESENTATION & ANALYSIS COMPLETED BY JASON S. ANTAO

Prezi

Jason Antao, Jeffrey Zhang, Michael Chau, Renata Shpigel, Het Ketaria

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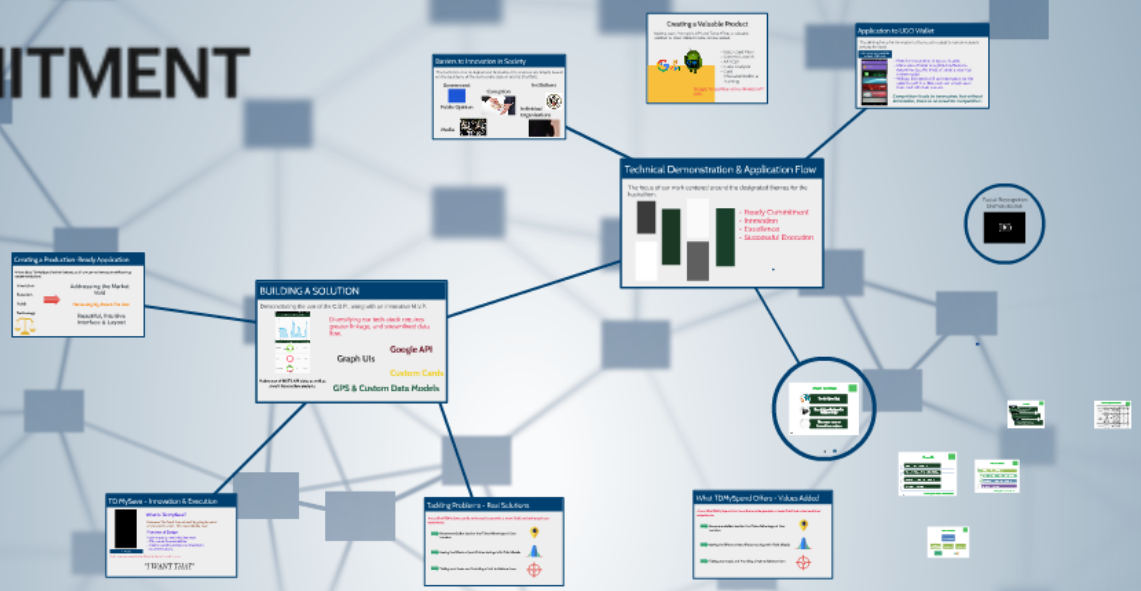

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TD MySave - Innovation & Execution

TD Hacks

What is TD MySave?

Harnesses 'The Ready Commitment' by giving the power of choice to the client - TD's most valuable asset.

Premises of Design

- Let the user achieve what they want.
- Affirm one's financial abilities
- Analyze spending and provide meaningful recommendations

Early Learning, Income Stability, Affordable Living, Financial Literacy

"I WANT THAT"

Prezi

Tackling Problems - Real Solutions

Areas that TDMySave can be enhanced to provide a more fluid and enhanced user experience.

- Recommendation Section that Takes Advantage of User Location

- Seeing the Effects of your Future Savings with Fluid Visuals

- Taking your Goals and Providing a Path to Achieve them

Prezi

Creating a Production-Ready Application

Where does TD MySpend lack in features, and how can we harness smart-learning recommendations.

Innovation

Execution

Polish

Technology

Addressing the Market Void

Harnessing Big-Data & The User

Beautiful, Intuitive Interface & Layout

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Main Features

Tracks Spending

Recommendations for daily savings

Connects user to investment experts

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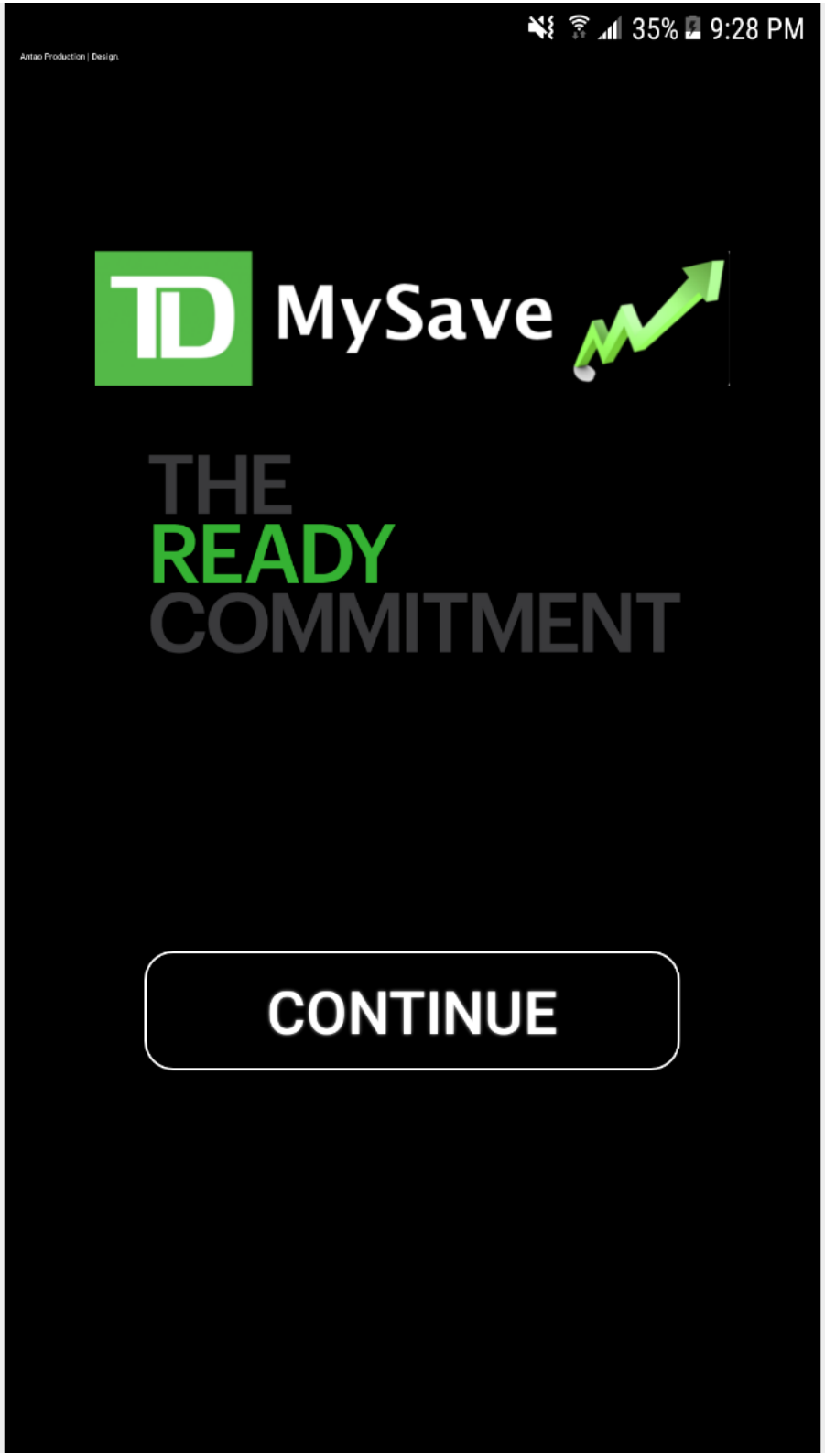
Internal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Antao Production | Design.
TD MySave
THE
READY
COMMITMENT
CONTINUE

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BUILDING A SOLUTION

Demonstrating the use of the C.B.P., along with an innovative M.V.P.

Makes use of BOTS API data, as well as smart-transaction analysis.

Diversifying our tech-stack requires greater linkage, and streamlined data flow.

Google API

Graph UIs

Custom Cards

GPS & Custom Data Models

Prezi

Benefits

- Improves Financial Literacy
- Convenient Access to Investment Options
- Helps you reach your financial goals
- Tracks your expenditures

Making the Bank a Better Place!

Prezi
Internal

Measures of Success

Upon completion, many factors of the product were scrutinized to meet our strict criteria.

- Early Learning - Anyone Can Use the App.
- Affordable Living - Smart Recommendations
- Income Stability - Analyzing One's Own Self
- Financial Literacy - Ability to Invest with TD

TD Bank

Prezi

Market

Market

Generation Z → Value cool products → Value saving money

Competitors

Multiple saving apps exist… but TD MySave does it better

Value

Locks in younger customers for TD & makes the bank money through investments

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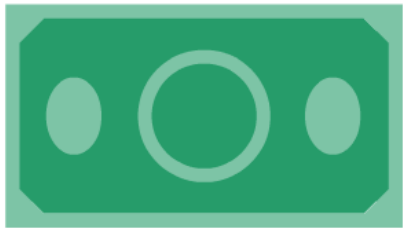
Internal

Future Plans

Enable Users to Achieve Financial Freedom

- Real time analysis of the User's Progression Towards a Goal
- TD Promoted Recommendations
- Linking Investments to Recommendations



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Initial Project Estimation

	Role	Tasks	Total Hours:	Total Cost :
Analysis and Requirements gathering	Project Owner	Program Manager (AVP or Higher)	40	$8,000
	Project Manager	Project Management	100	$15,000
	Business Analyst	Requirements gathering	80	$8,000
	Project Analyst	Project artifact gathering and timeline estimation	50	$4,000
Development, Testing and Deployment	Project Owner	Program Manager (AVP or Higher)	25	$5,000
	Project Manager	Project Management	200	$30,000
	Development Manager	Development Oversight	150	$22,500
	Developers	Application Design and Development	1500	$150,000
	Testing Manager	Testing Oversight	30	$4,500
	Testing Specalist	Application Testing	300	$24,000
	Deployment Manager	Deployment Oversight	15	$2,250
	Business Analyst	Sprint Validation	80	$9,600
	Project Analyst	Project artifact gathering and timeline estimation	50	$4,500
Communications	Marketing Manager	Development of marketing material and communication		**$60,000**
				$347,350

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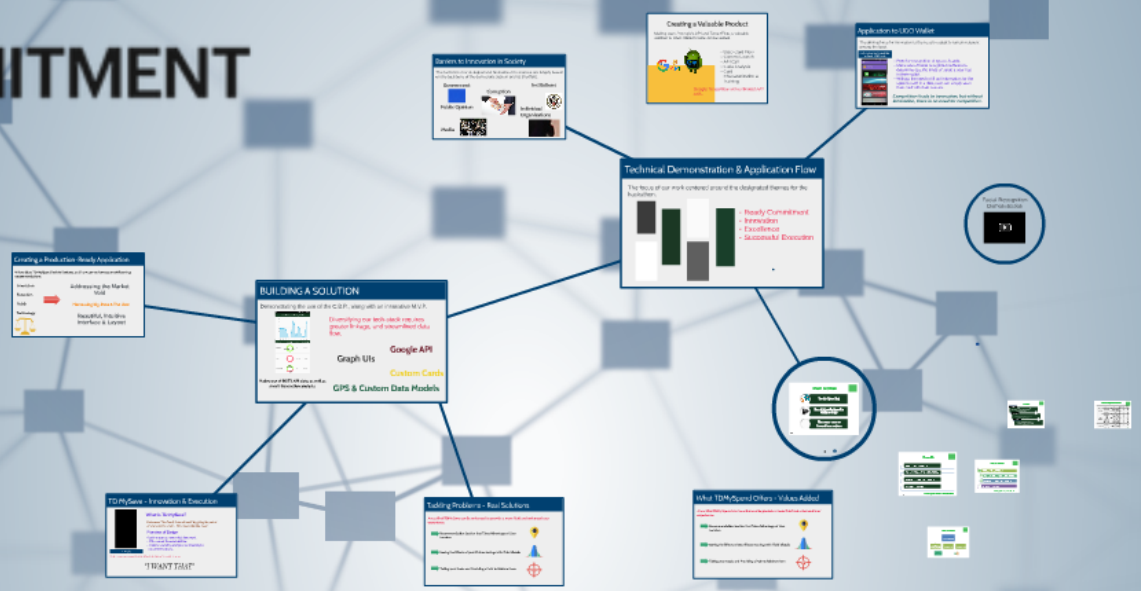

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