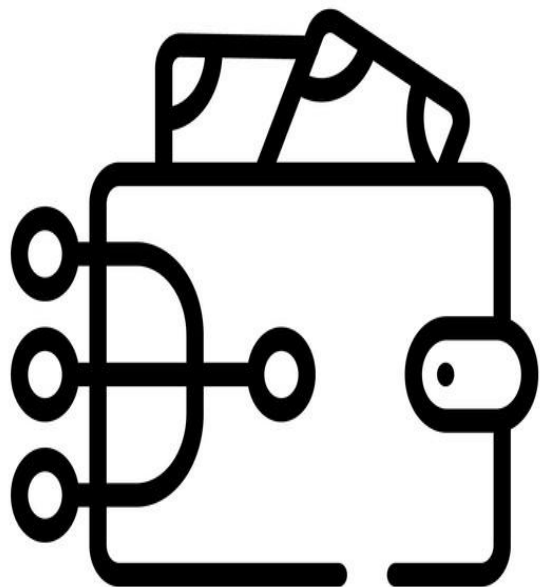


A Hybrid Product to Solve Spending Problems of Customers



Smart wallet



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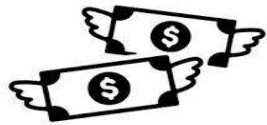
EXL

Product Description



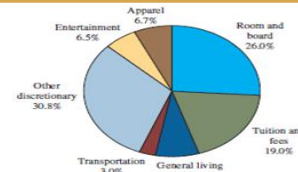
- A hybrid of physical and digital wallet, a dedicated app to track transactions and to set monthly budgets
- **The screen on the wallet** will indicate how much of the monthly budget is still remaining
- The wallet and the app will track **physical cash in the wallet as well as digital transactions**
- The wallet location can also be tracked through the app
- The wallet will be fashionable as well as comfortably fit into your pockets

Purpose it solves



My Salary Leaves my Wallet Fast

This wallet helps you manage month end cash crunch. The screen shows the monthly budget still remaining and makes you think, do you really need that fancy watch? The digital app sends you a warning every time you think of exceeding your budget. It acts like a mother constantly advising you to spend less on things you do not need.



Where did I Spend all my Money?

Spend tracker to properly analyze your spending pattern for that month. Maybe buying those sneakers at 30% discount was not worth it at all.



Where did I keep my Wallet ?

Do you forget where you kept your wallet? Do you skip travelling in crowded public transport for the fear of losing your wallet? This wallet comes with location tracker and it will tell you exactly where your wallet is. Phew! It was inside the jeans I wore last night.

Target Segment, Price and Promotion



Target Audience

- Age group of 18-40
- Low, middle, upper-middle income group
- Might make lots of e-commerce/store purchases on gadgets, apparels, attracted to discount, propensity to overspend, might spend more than their earning, might get trapped into credit card dues
- College students getting fixed pocket money, young working professionals, middle aged people with poor money management skill
- Target segment will consume social media and might get influenced by online promotions



Price

- Rs 5000
- Wallet would have a screen and few sensors.
- The price is estimated by comparing it with any mid range smartwatch in the market



Promotion

- Name - Xpensolve
- Tagline - No more reckless spendings, use Xpensolve Physical Wallet
- Pitch - A physical wallet that makes you spend within your budget, no more pay credit card interests
- Marketing - E-commerce website ads, social media ads, influencer marketing, pre-booking, invitation to buy
- Sales strategy - Drop sales techniques to create scarcity and demand. Online only sales for first few months. Slowly make it available on offline stores.