

BlinkX Wealth

YOUR AI POWERED AUTOMATED FINANCE HUB

FEATURE ADDITIONS TO THE BLINKX WEALTH APP

TEAM:

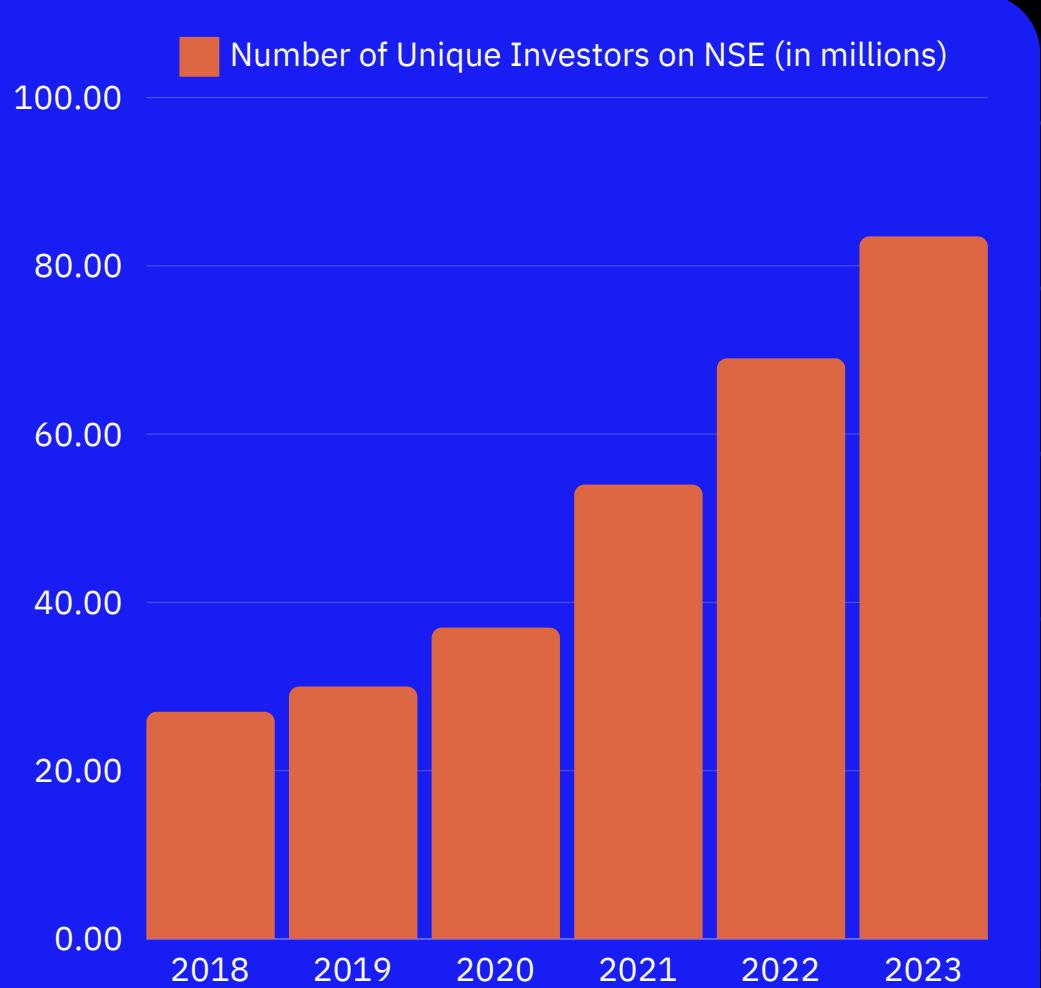
Indian School of Business (ISB)

ACHINTYA SHARMA

SHRIYA MISRA

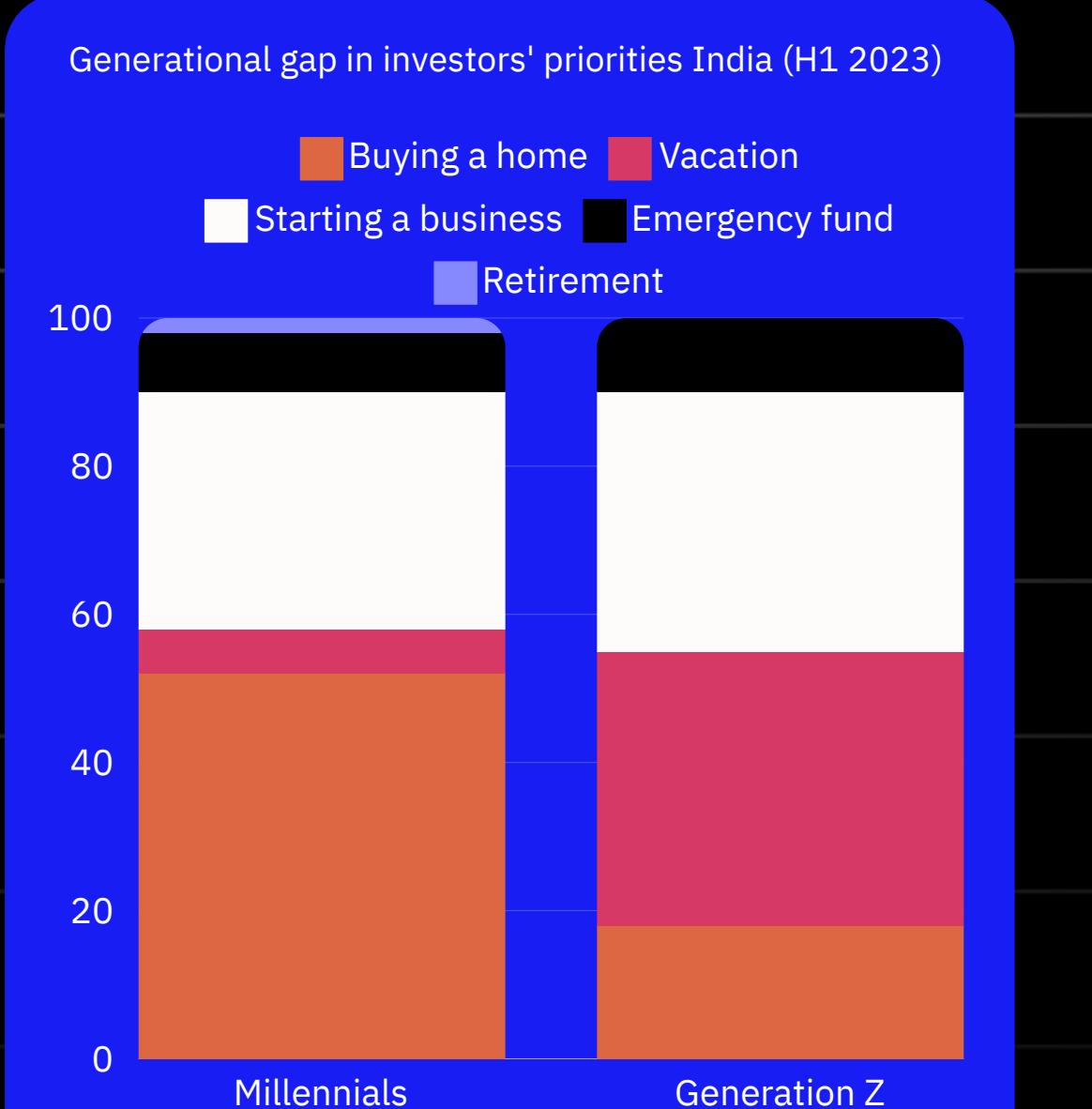
NIKITA SAMAL

Indian Investment Landscape in 2024.



India has experienced unprecedented GDP growth, and the Indian stock market has reached new heights.

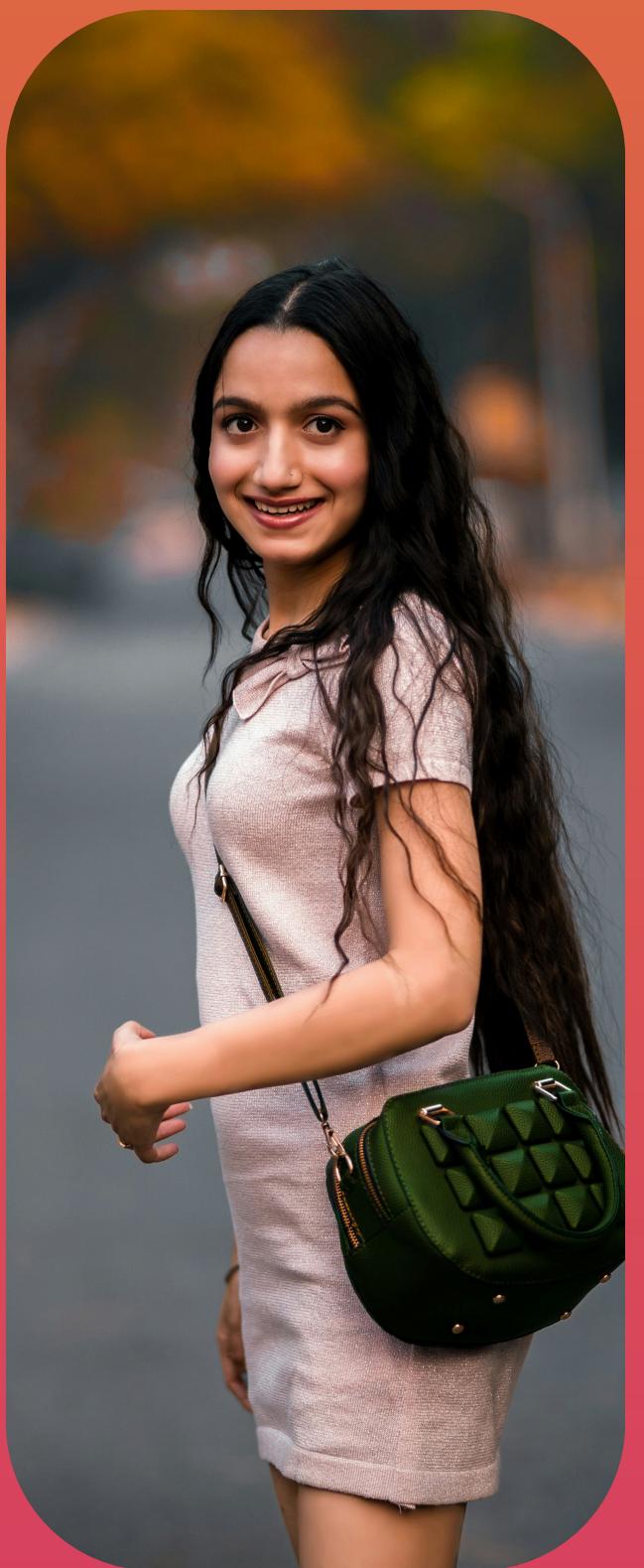
Due to increased financial literacy, as well as the ease of making investments due to technologically enabled solutions, more and more Indians are choosing to invest in equities and other financial instruments.



There are stark differences across generations when it comes to prioritising investments, with Millennials and Gen Z **displaying vastly different behaviours** and preferences.



With increased investments though, the **gross domestic savings rate**, as well as the **household saving rate** in India have been **dropping sharply** since after the great financial crisis, suggesting **greater consumerism**.



SHREYA

DESCRIPTION

A recent college graduate, recently started working in her first ever job. It's her first time living away from home and being responsible for her own finances.

DEMOGRAPHICS

- Age: 23
- Gender: Female
- Location: Bangalore, India
- Occupation: Business Analyst
- Income: ₹8,50,000 annually

PERSONAL DETAILS

- Marital Status: Single
- Children: 0
- Living Situation: Shares a 3 BHK with two other classmates from college, who all work in the same tech park.

PAIN POINTS

- Keeping track of all of her spending and subscriptions across different channels is difficult, and doing it manually is too time consuming.
- She has trouble deciding how to allocate her fixed monthly salary to different needs (**budgeting**).
- She gets **overwhelmed by the amount of financial data** with all of the transaction messages and emails.
- She can't understand how her colleagues have the money to start investing now.

FINANCIAL BEHAVIOURS

- Doesn't carry cash, pays for everything with UPI and credit cards.
- Exclusively shops online on e-commerce websites. Impulse buys a lot.
- Frequently uses food delivery and quick commerce apps to get her daily essentials.
- Uses Splitwise to share expenses with her flatmates.

GOALS / NEEDS

- She wants to pursue an MBA later, for which she needs to save up 20 lakh rupees.
- She wants to start investing to capitalise on opportunities that her friends keep talking about, but she believes she doesn't have enough disposable income to.
- Thus, she needs to get a clear picture of her financial life, especially her monthly budget. But she doesn't want to spend too much time on it the way her mother does.

Defining Customer Needs

Need 1

I want to automatically know how much I'm spending on things so that I have a clearer picture of my finances.

Need 2

I want someone to make me a budget so that I understand how I am supposed to use my money.

Need 3

I want to be able to interact with my finances in an easier way so that I don't have to deal with my bank's confusing app.

Need 4

I want to understand how I can free up money so that I can invest for my future needs.

Summary of the Solution

01

Automated Expense Tracking

Automatically track all cashless expenses by reading notification SMSs and emails, categorising and visualising them on an easy to understand dashboard.

02

Intelligent Budget Generation

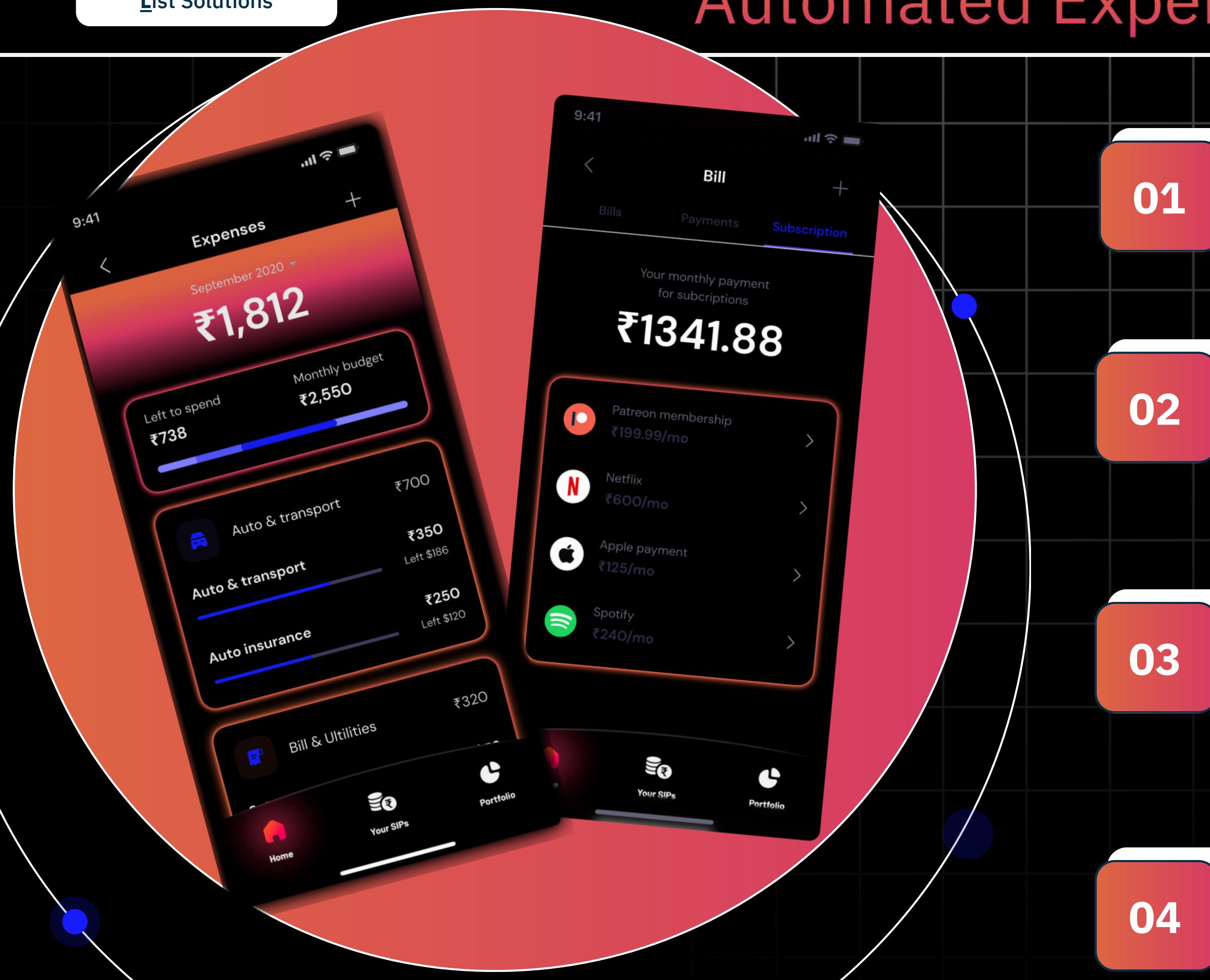
Generate a sample budget based on best practices after asking the user a set of simple questions, then visualise how much of the budget in each category the user has consumed.

03

AI Personal Finance Assistant

AI voice assistant allowing the user to ask human language questions about their expenses, budget, and investments, and to seamlessly track cash expenses.

Automated Expense Tracker



01 Detect Expenses Automatically

Parse Emails and SMS notifications to automatically detect expenses, and use ML algorithms to classify them by categories.

02 Visualise and Summarise

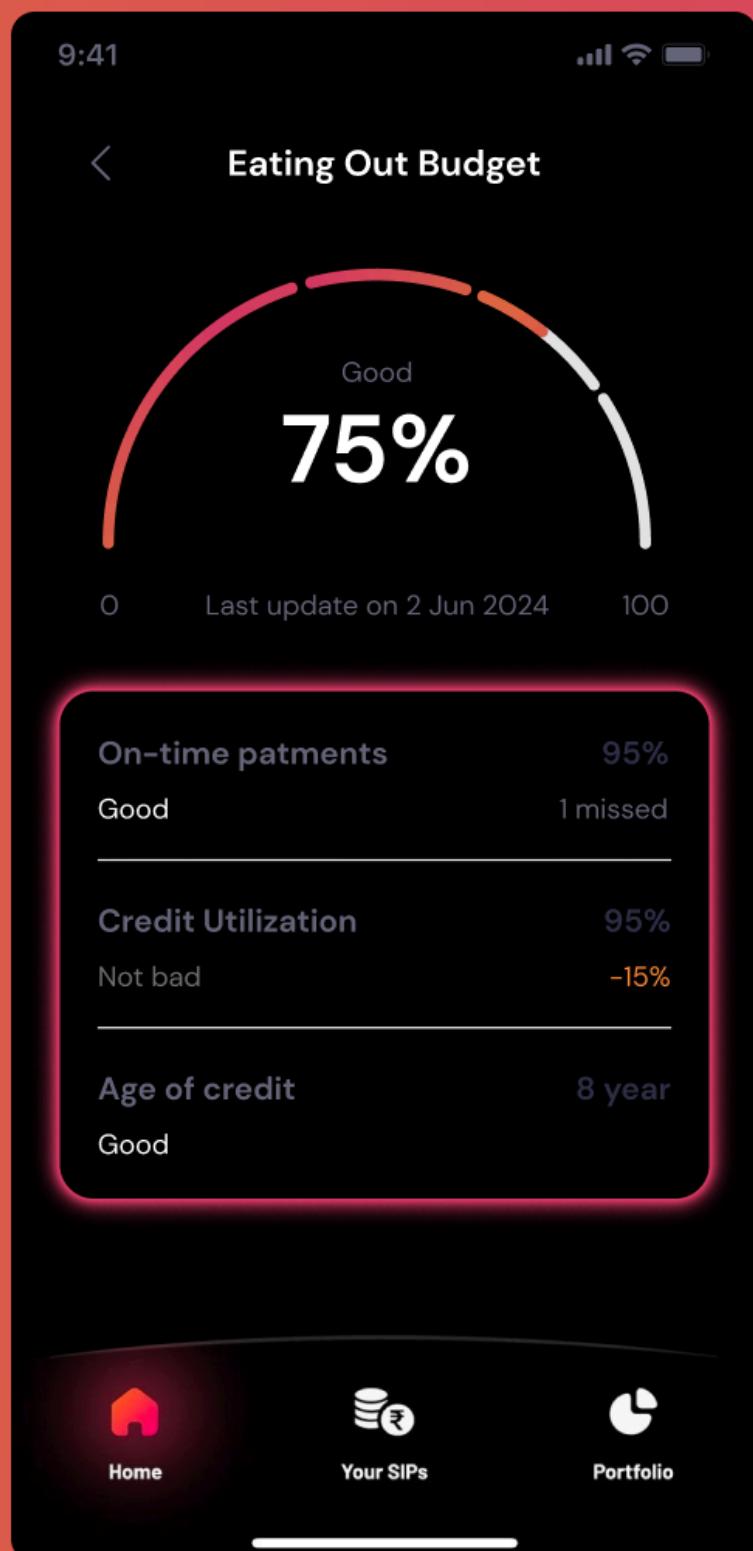
Visualise expenses into graphs for easy reference, generate weekly summary reports to track how well the user is sticking to the budget.

03 Add value with insights

Provide deeper insights by flagging anomalies, such as unusually high spending in a particular activity, redundant spending such as a subscription to an OTT which comes bundled with their broadband, provide links to track shipments by scraping them from the relevant emails etc.

04 Suggest optimizations

Provide the user suggestions for potential credit card discounts they missed out on, or cheaper prices for a particular item on a different platform.



01

Initial Survey

Start with a quick question survey, to understand user income, liabilities, long term financial goals, perceived need for a budget etc.

02

AI Generated Budget

Use **AI** to generate a sample budget, within the parameters gleaned from the survey, following general rules of thumb & practices such as the 50-30-20 rule.

03

Visualise Progress

Visualise the users current spending against their initial monthly budget, and highlight anomalous categories to provide comparisons against other users in the same demographics

04

Gamify Savings

Provide positive re-enforcement for coming in under budget, visualising long term trends, & suggesting investments for left over money every month end.

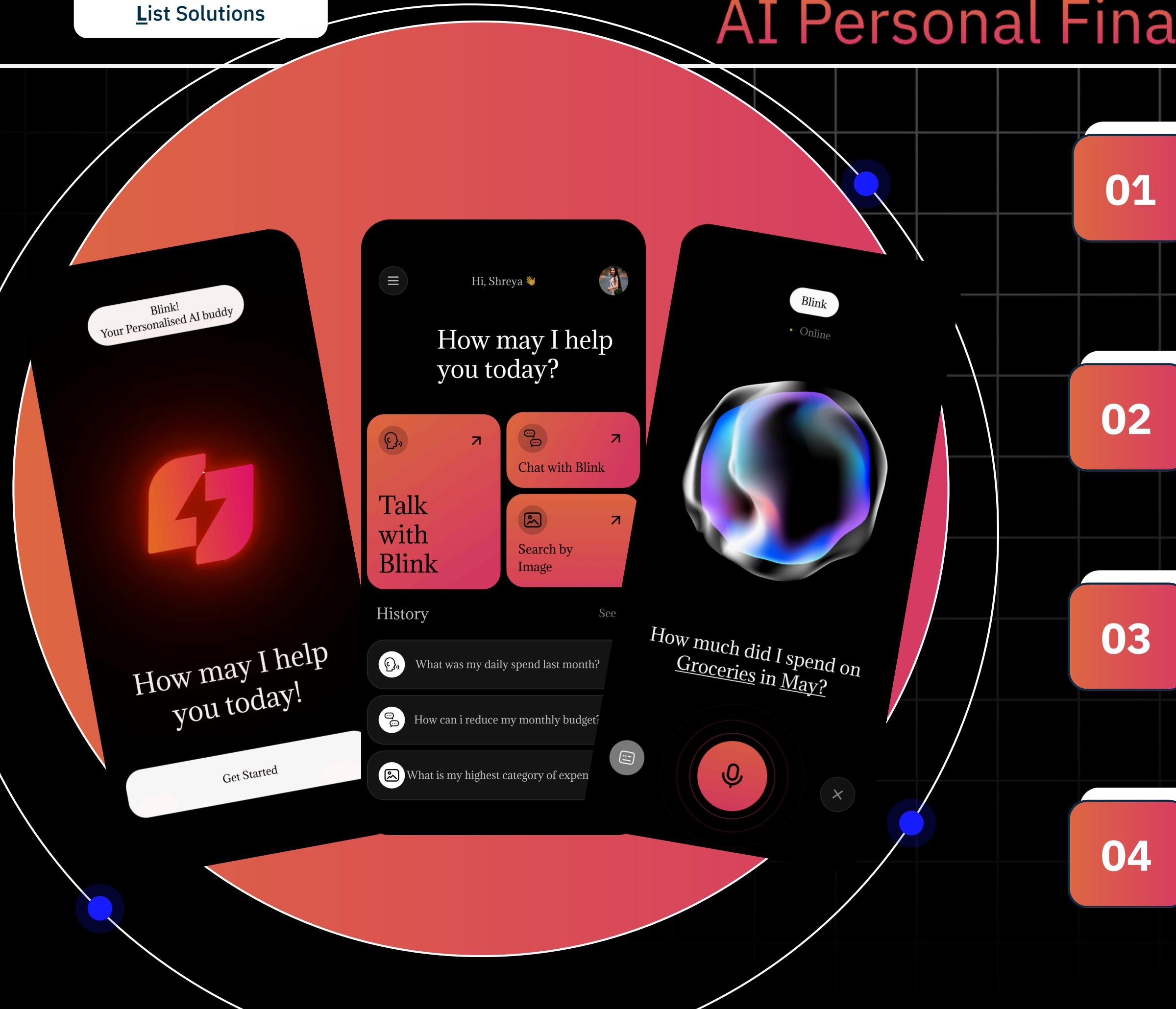
05

Push Notifications

Receive stock price updates for companies you spend money on, prompting investment opportunities via push notifications.

List Solutions

AI Personal Finance Assistant



01

AI Voice Assistant

AI voice assistant, powered by an LLM with the user's minimised financial data as input, to answer **human language questions** such as "How much did I spend on groceries this month?".

02

Home Screen Widget

Home screen widget to provide easy access to the **user's financial life with one tap**, without having to open multiple apps.

03

Tuning for expense tracking.

Fine tuned **LLM** specifically focused on tracking **expenses** and mapping them to **categories** based on the user's input, **increasing accuracy**, **reducing friction and user annoyance**, and increasing the seamlessness of the experience.

04

Safe investment suggestions.

LLM tuned to direct user to the relevant articles on the **BlinkX website** if asked for **specific financial advice**, **instead of providing generative answers**.

Potential Pitfalls and Additional Considerations

Privacy

As all user emails and SMSs are being parsed, privacy concerns will have to be considered.

Can be mitigated by explaining to the user how the data is being minimised and then used, and by obtaining relevant data safety certifications, such as ISO 27701: 2019[4] and 27001:2013.

AI Safety

As an LLM based AI component is being added as an interaction layer, AI safety needs to be considered. Safety risks can be mitigated by constraining the model to redirect to human generated content whenever specific financial advice is asked for, and providing disclaimers wherever appropriate.

User Consent

The user will need to provide access to their email account, as well as to their messages. Thus, the purpose of asking for these permissions has to be clearly and succinctly explained to the user. Additionally, an easy opt out method will also need to be provided.

Regulatory Issues

As various financial products might be advertised to users of the expense tracking product, potential regulatory issues around advertising for financial products need to be taken into account.

Expected Impact

01

Product Differentiation

New age investment apps are fungible, with largely the same asset classes, similar UX, similar quality of research tools etc. Adding AI expense tracking and budgeting would help BlinkX Wealth differentiate, and make the user more likely to pick it as their primary investment app.

02

Appeal to different segment

Younger consumers, at the start of their financial journeys are more likely to require and use a budgeting app. Marketing the automated expense and budget management features as a core feature would bring in more people who might not be ready to start investing yet.

03

Wealth of customer data

The data collected with the expense tracking and management feature could be used to micro-target ads to each user on the app, based on their spending habits and disposable income.

04

Monetisation Potential

The expense tracking feature can be monetised as a stand alone product, as well as bundled with the the BlinkX Demat monthly subscription. This would introduce a source of recurring revenue from the BlinkX Wealth app also, and it would additionally give users of the BlinkX demat app reason to use BlinkX Wealth as their investment app for other asset classes.

05

Better Customer Retention

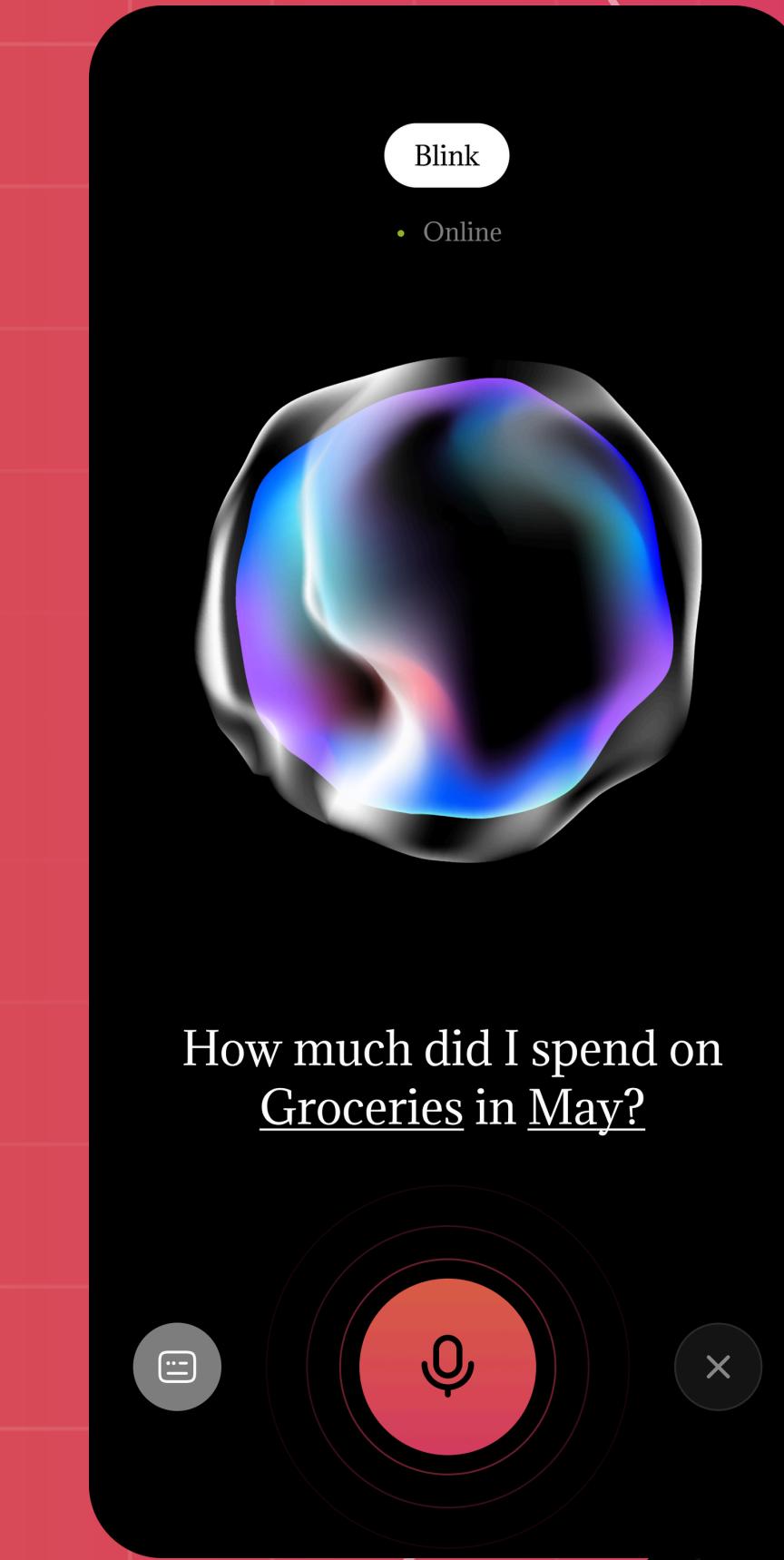
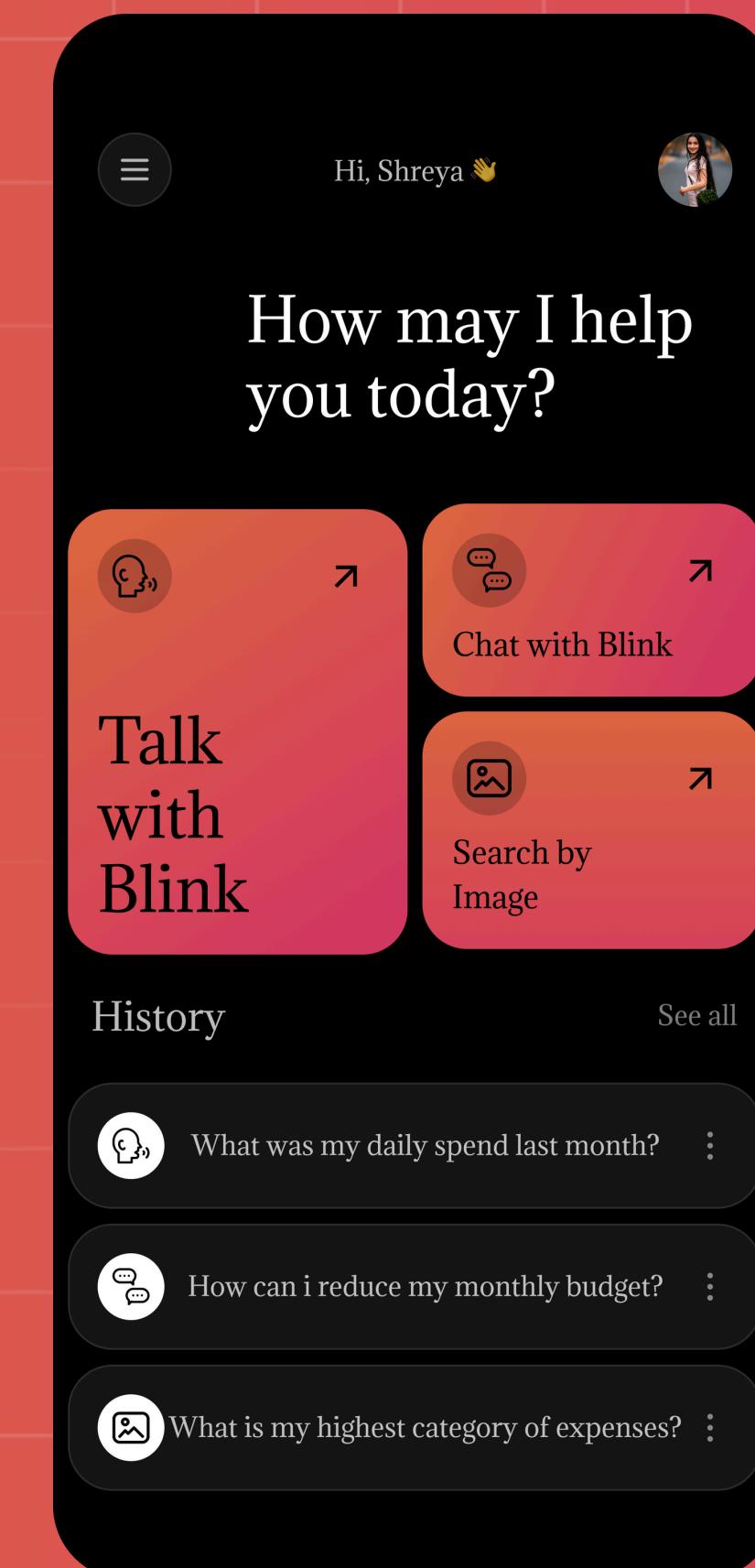
Having all of their historical spending information and trends in one place would increase stickiness and reduce customer churn. **BlinkX demat subscribers** might also downgrade to the standalone expense management plan of the BlinkX Wealth app, instead of cancelling their subscription altogether.

06

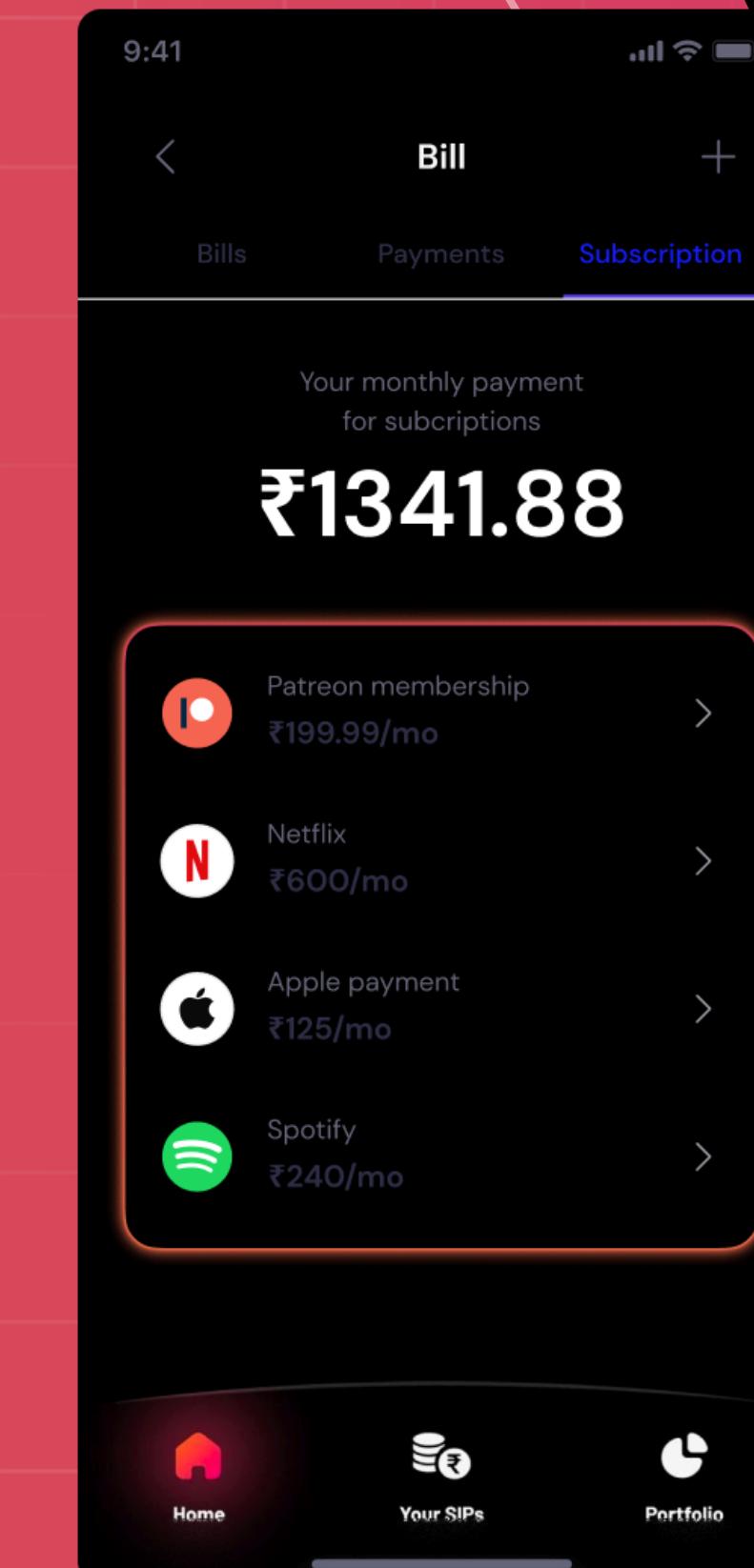
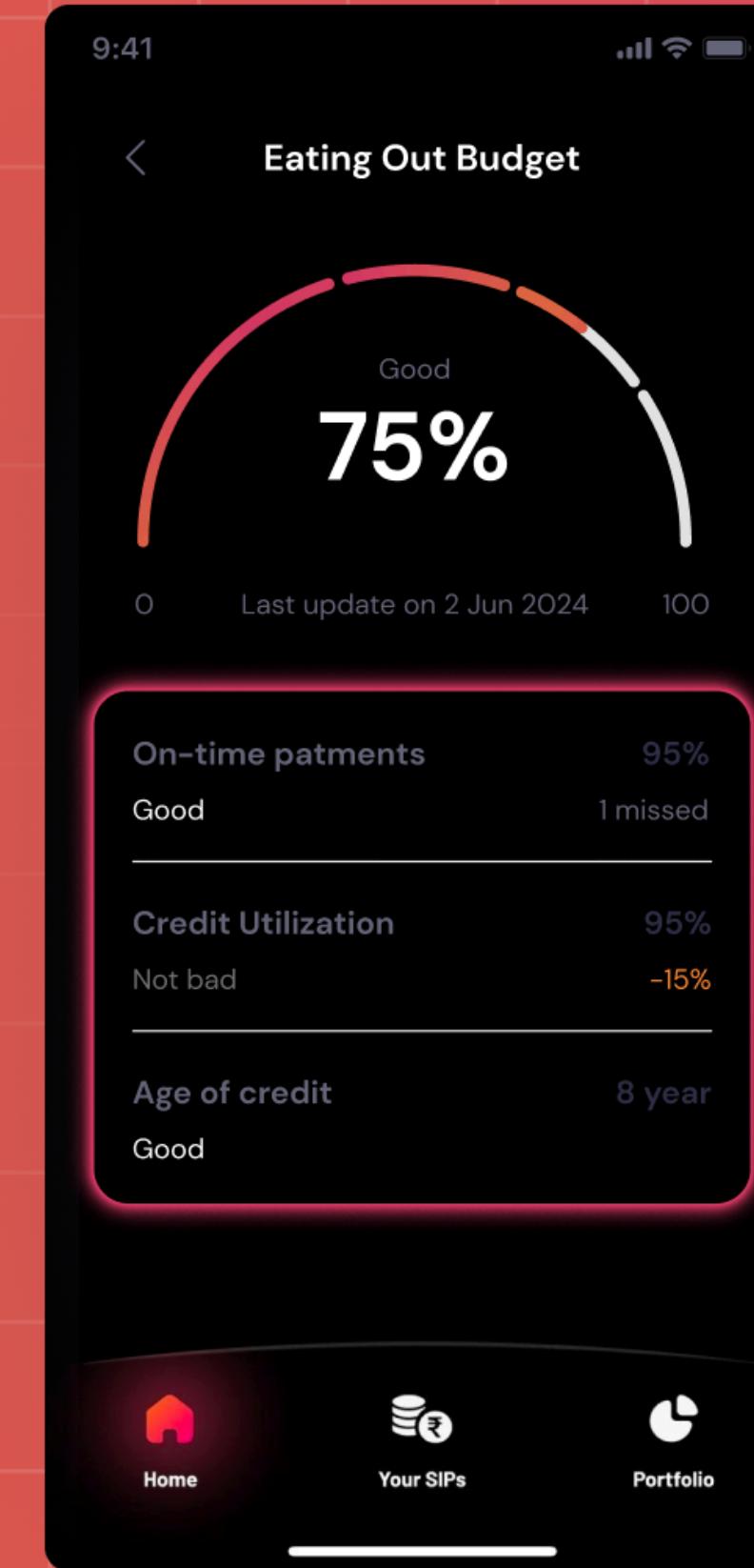
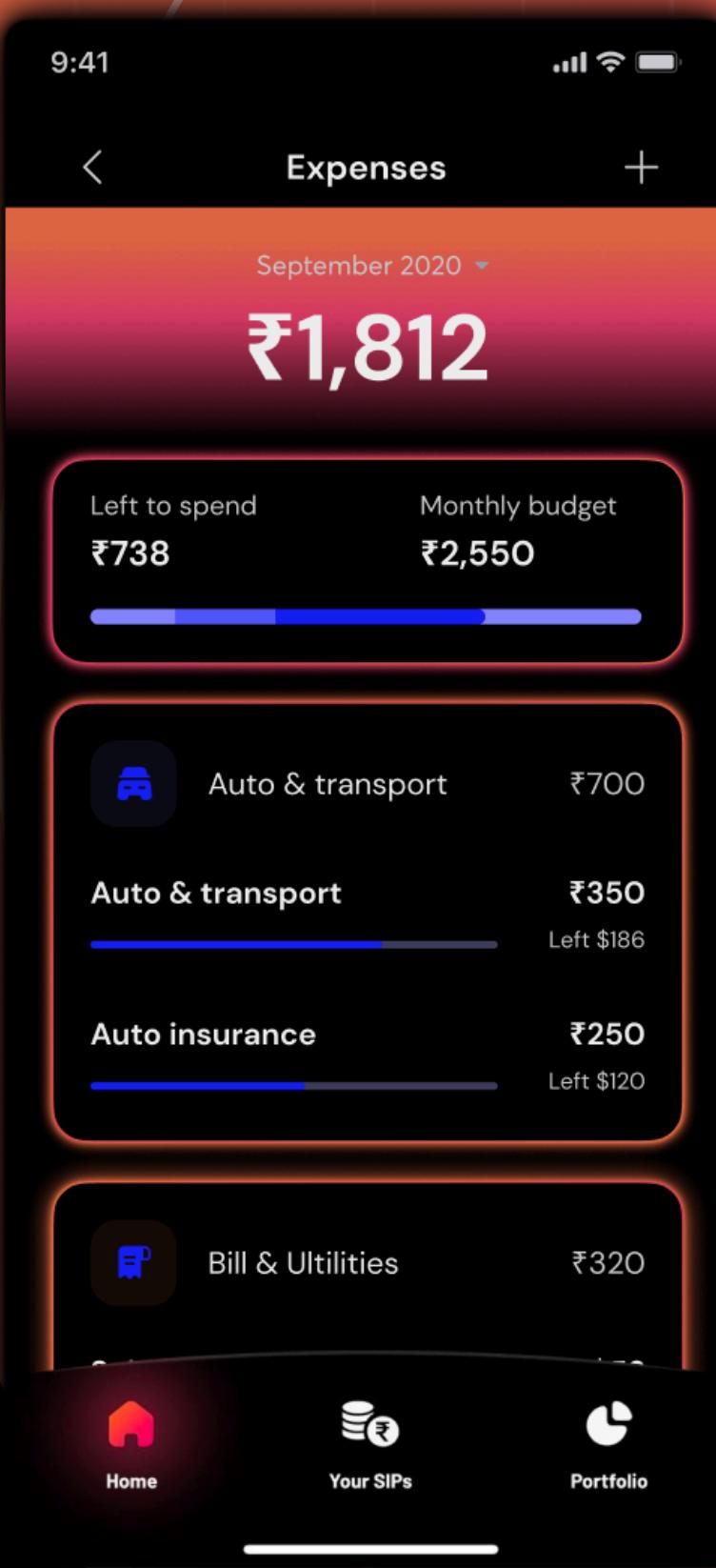
Lifestyle Partnerships

The customer data obtained could be used to identify possible lifestyle brand partnerships, to advertise within the app as well as providing customers targeted discounts and vouchers as an additional benefit to their BlinkX subscription.

Prototypes



Prototypes



Thank You!

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References

1. National Stock Exchange of India. (December 21, 2023). Number of unique investors on National Stock Exchange (NSE) of India from 2018 to 2023 (in millions) [Graph]. In *Statista*. Retrieved June 02, 2024, from <https://www.statista.com/statistics/1463421/india-number-of-unique-investors-on-nse/>
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