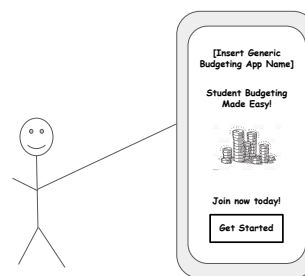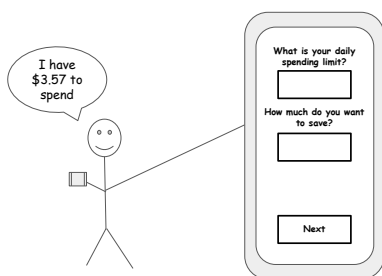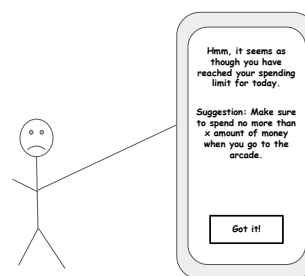**Arcade**

Coffee

Alcohol

Gerald is a 22 year old university student who enjoys excessive coffee, arcade games, and drinking with his friends. However, due to crippling student debt, he doesn't want to make it a habit of spending so much money on these enjoyments.
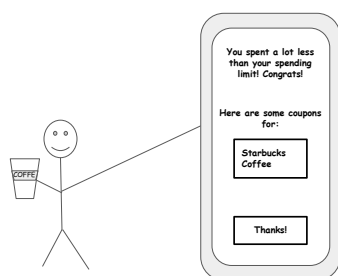
[Insert Generic Budgeting App Name]

Student Budgeting Made Easy!

Join now today!

Get Started

Fortunately, Gerald comes across an app that helps with tracking spending and budgeting and decides to try it out.

I have $3.57 to spend

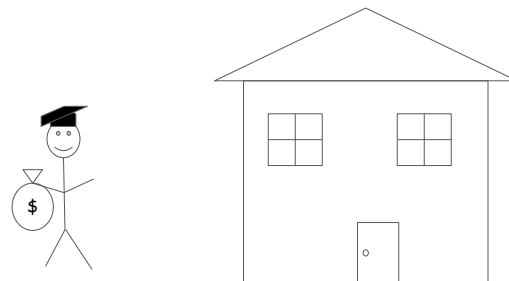What is your daily spending limit?

How much do you want to save?

Next

Gerald inputs his daily spending limit based on what he earns from his part-time job as a bartender.

Hmm, it seems as though you have reached your spending limit for today.

Suggestion: Make sure to spend no more than x amount of money when you go to the arcade.
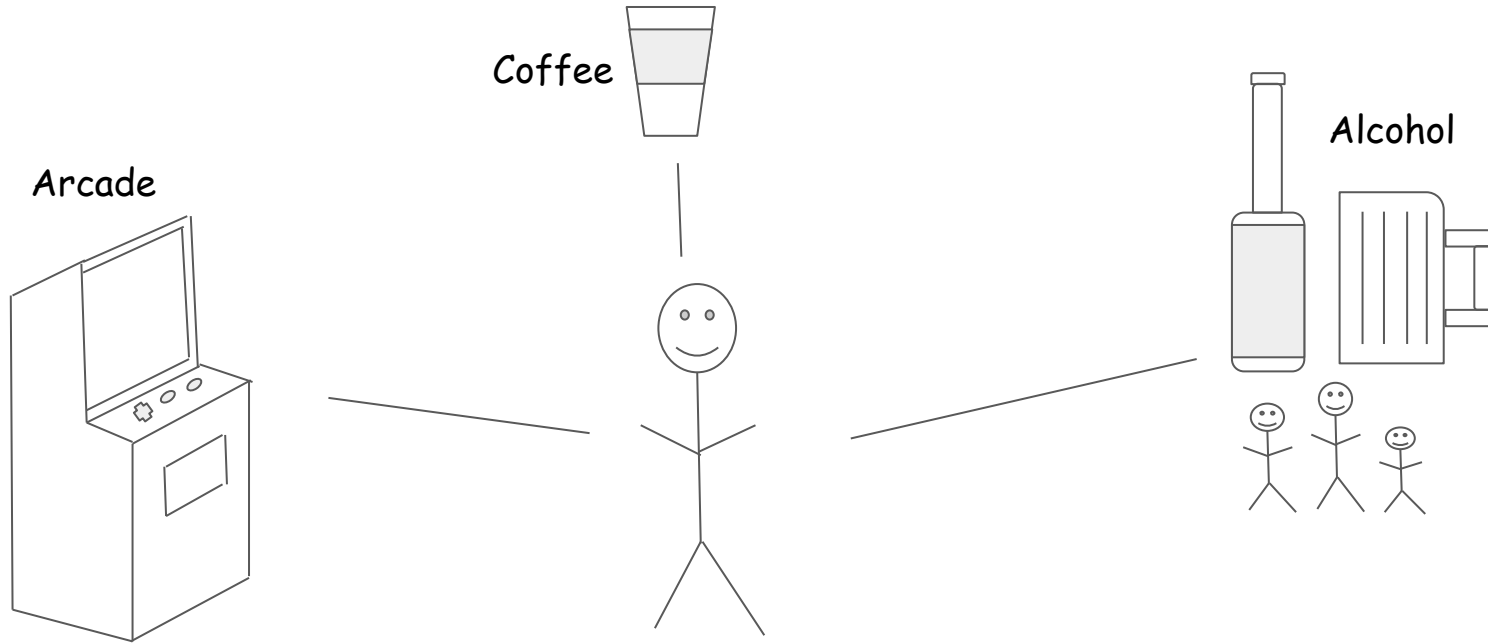
Got it!

One day, Gerald gets a little too invested in an arcade game and goes over his spending limit for the day. He receives feedback on how to fix his spending.

You spent a lot less than your spending limit! Congrats!

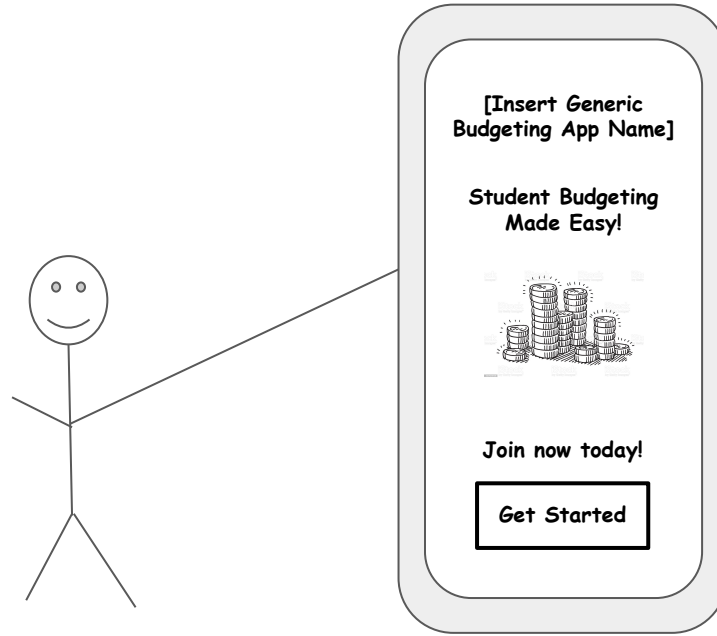Here are some coupons for:

Starbucks Coffee

Thanks!

Over the course of the rest of the month, Gerald goes above and beyond his spending goals and as a result gets rewarded with a coupon for a discount on Starbucks coffee, a place he goes to frequently to get his 8am grande latte.
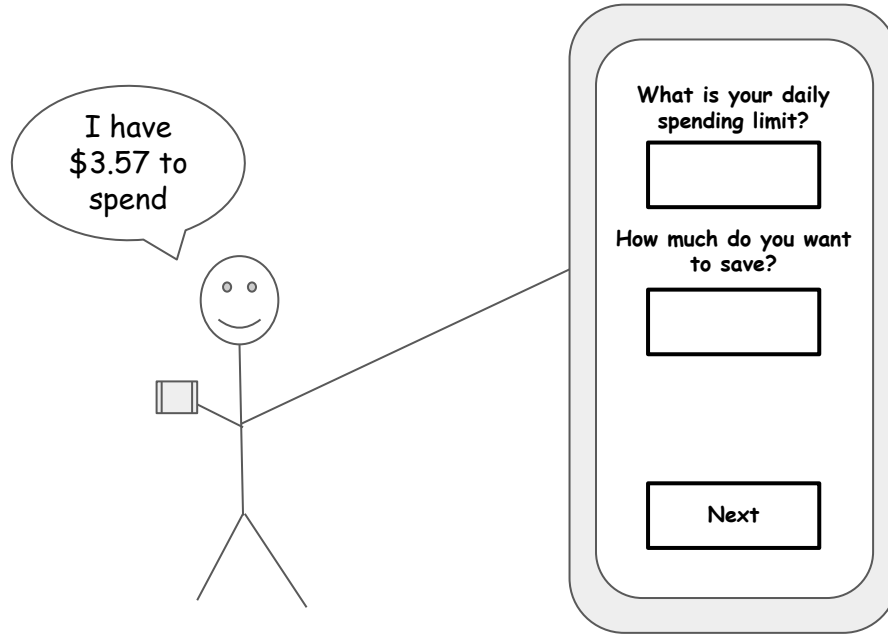
$

After years of using the app, Gerald saved enough money for his economic endeavors, including paying off his debt and buying a house. Kudos to you Gerald.
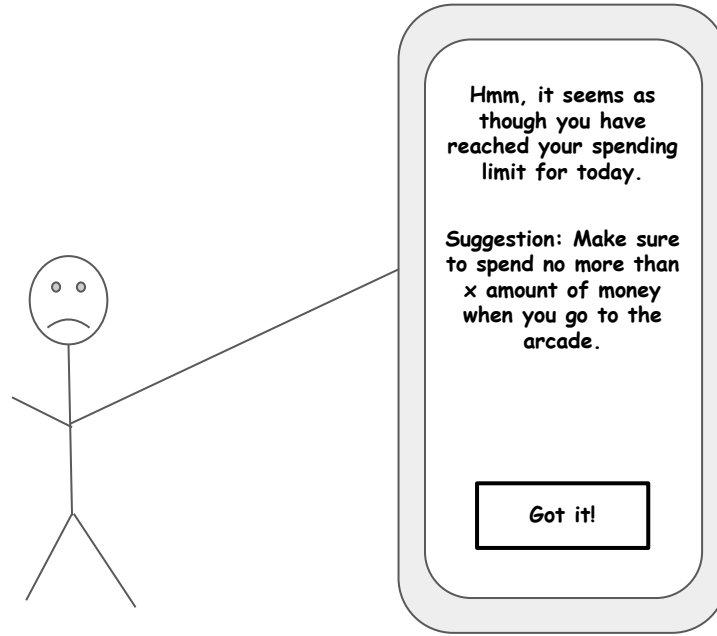
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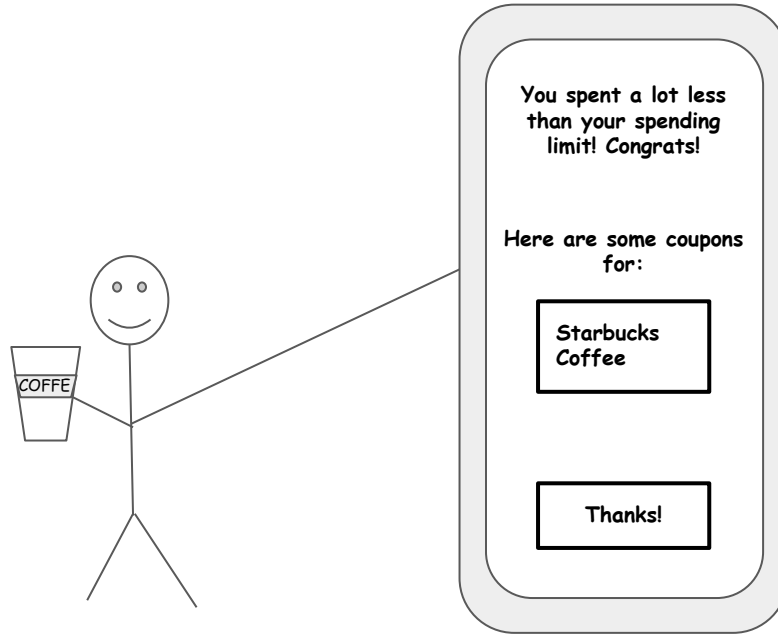
[Insert Generic Budgeting App Name]

Student Budgeting Made Easy!

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Fortunately, Gerald comes across an app that helps with tracking spending and budgeting and decides to try it out.

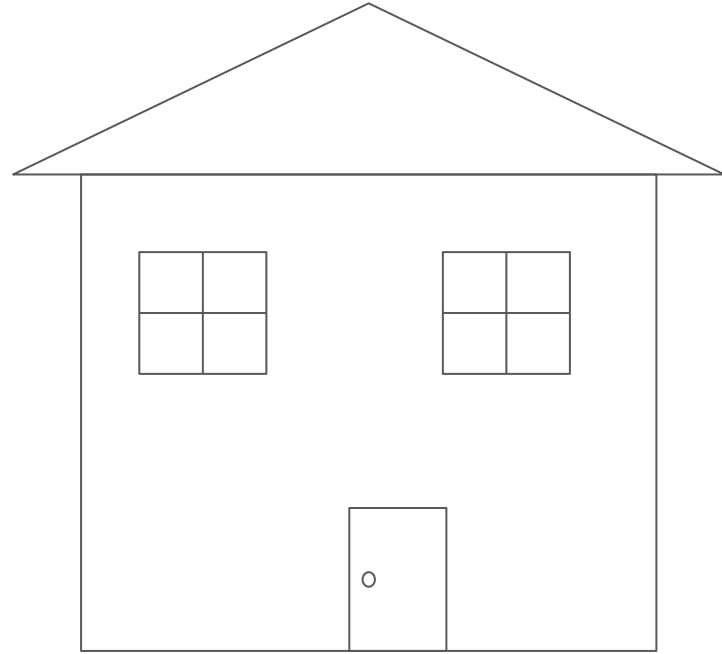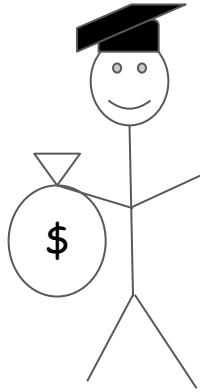Gerald inputs his daily spending limit based on what he earns from his part-time job as a bartender.

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Suggestion: Make sure to spend no more than x amount of money when you go to the arcade.
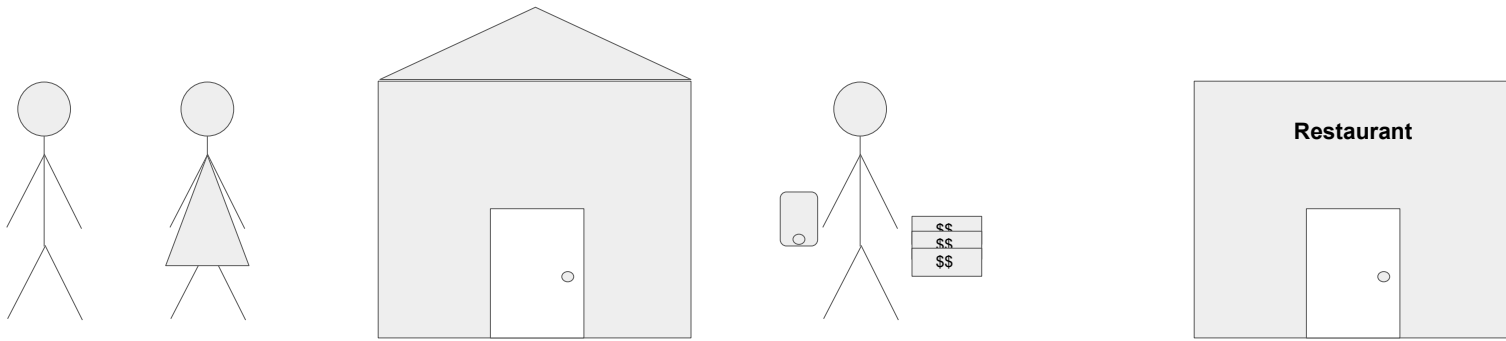
Got it!

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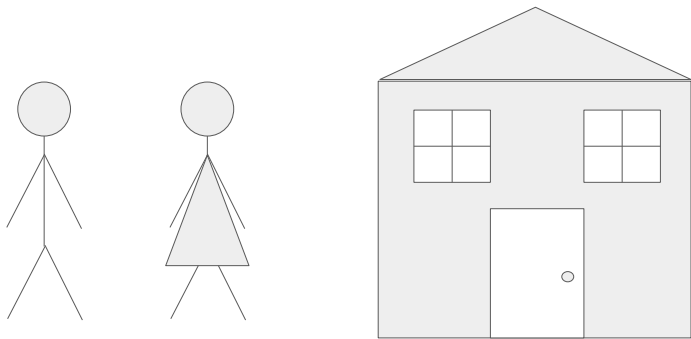After years of using the app, Gerald saved enough money for his economic endeavors, including paying off his debt and buying a house. Kudos to you Gerald.

Steven is current college student who is half a year away from graduating. After graduation, he has plans of proposing to his current girlfriend. However, he has recently been having doubts that he can financially support his life post-college since he is still trying to pay back his college debt.

Steven has realized that he spends too much money on unnecessary expenses, and he wants to find a way to regulate his spendings and determine what he should not be spending money on to save up for after college.

Restaurant

Food and Beverages

School Supplies

Entertainment

Using the student budgeting app, Steven is able to better understand what his greatest expenses are, and can regulate how much he spends on each category per week/month

Entertainment Spending

This month:
$$$$

Limit Spending to: $$

Confirm?

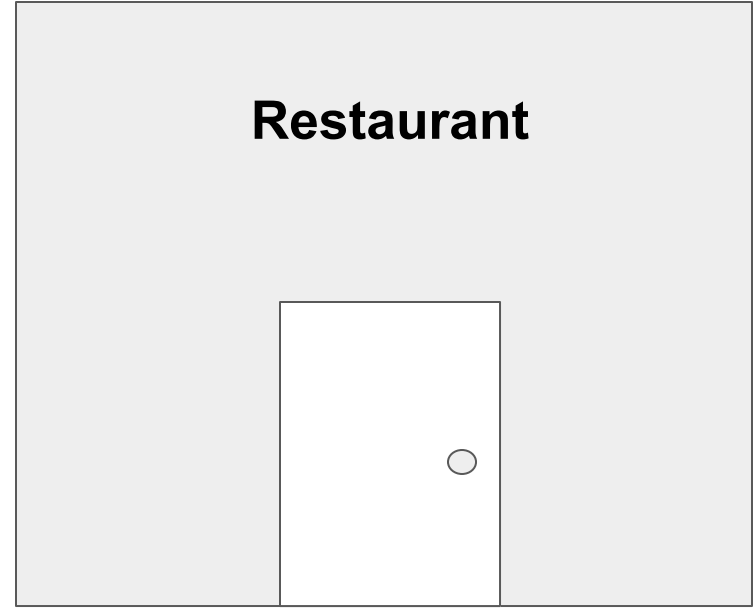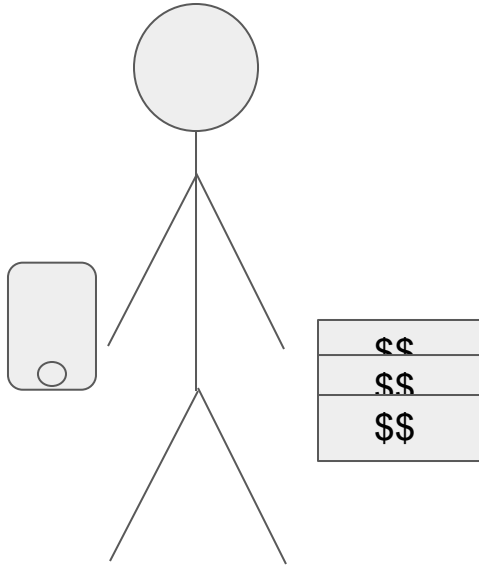Food and Beverages

School Supplies

Entertainment

With the app, Steven can regulate what he spends his money on and set limits on how much he can spend in a certain category, preventing him from spending over his desired amount.
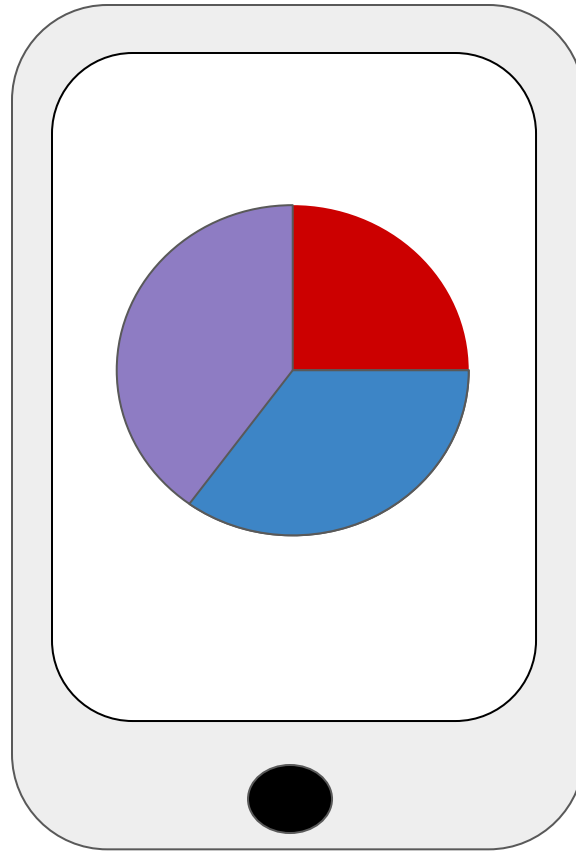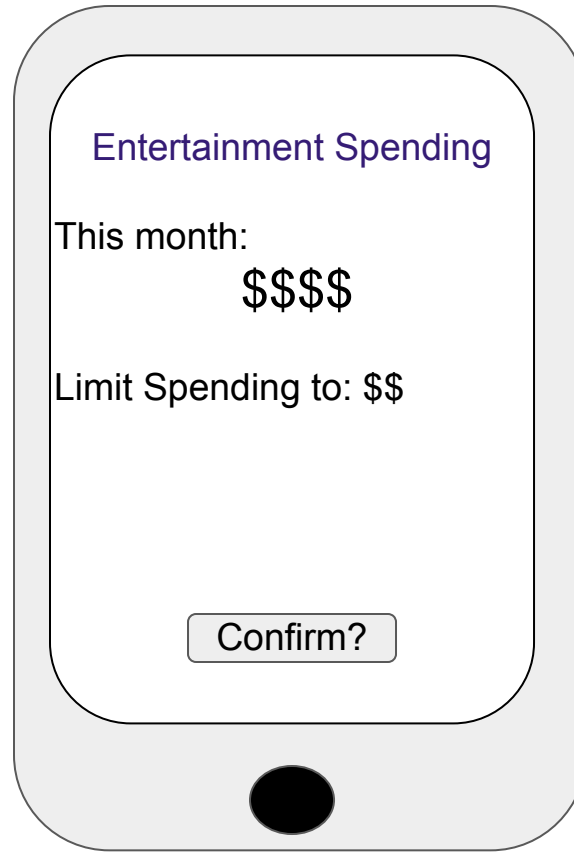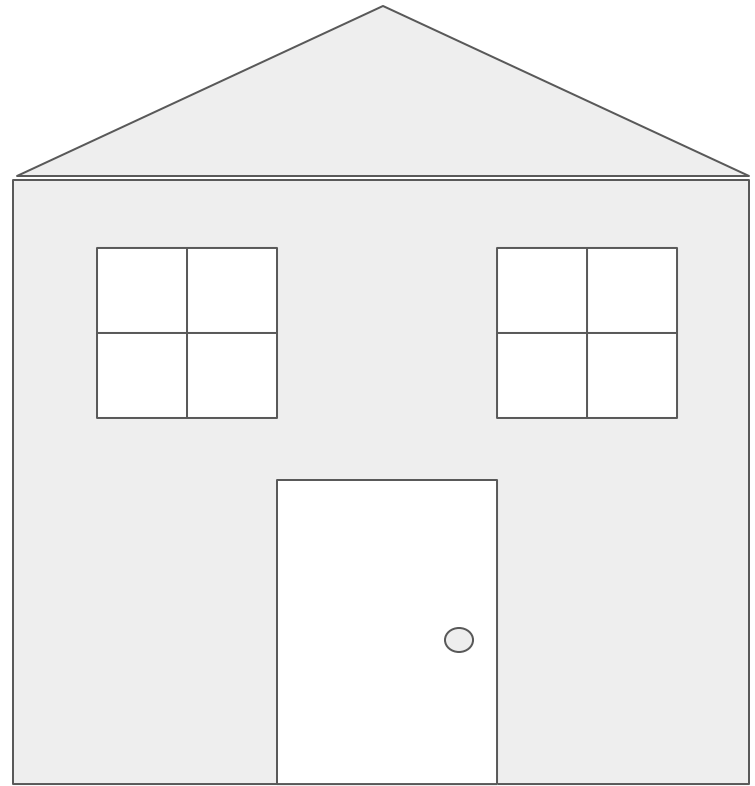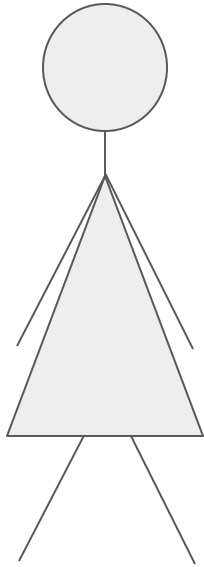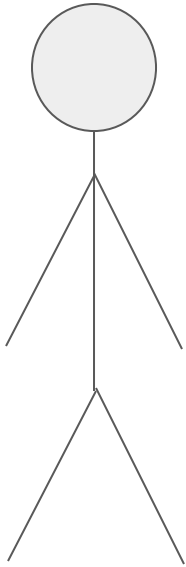
Now, Steven will have enough money so that he can feel financially secure to begin his new life post college!

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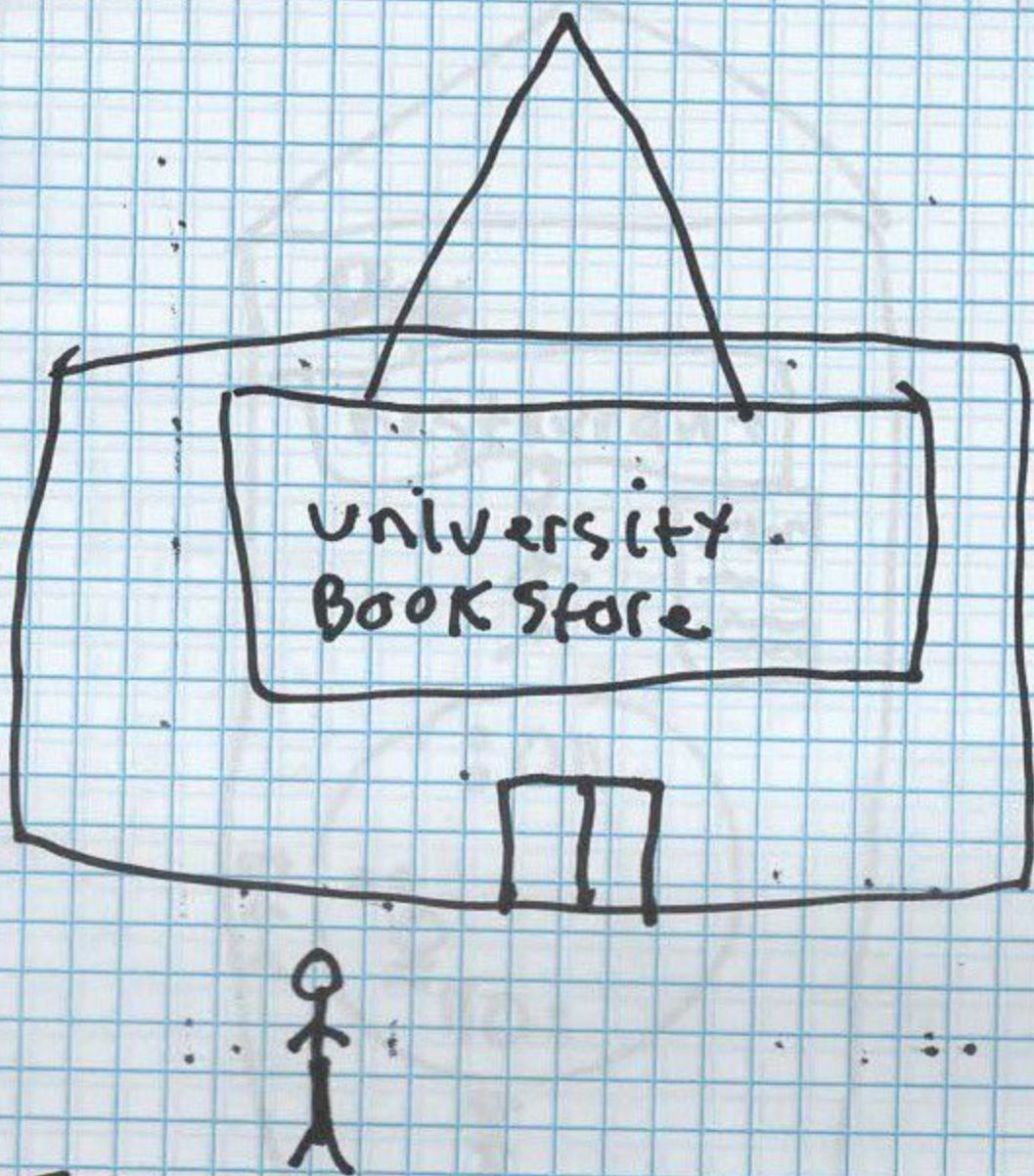
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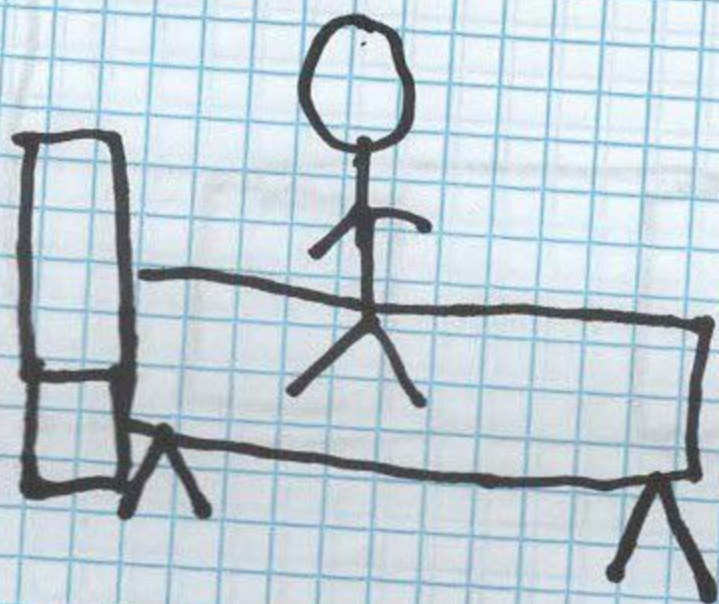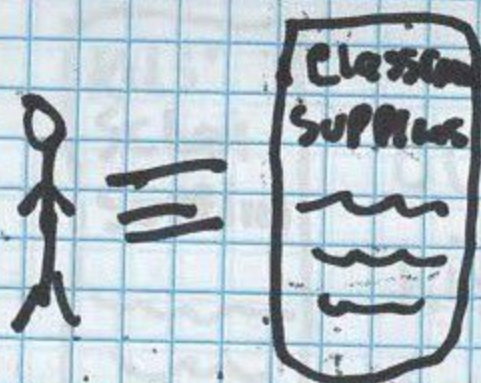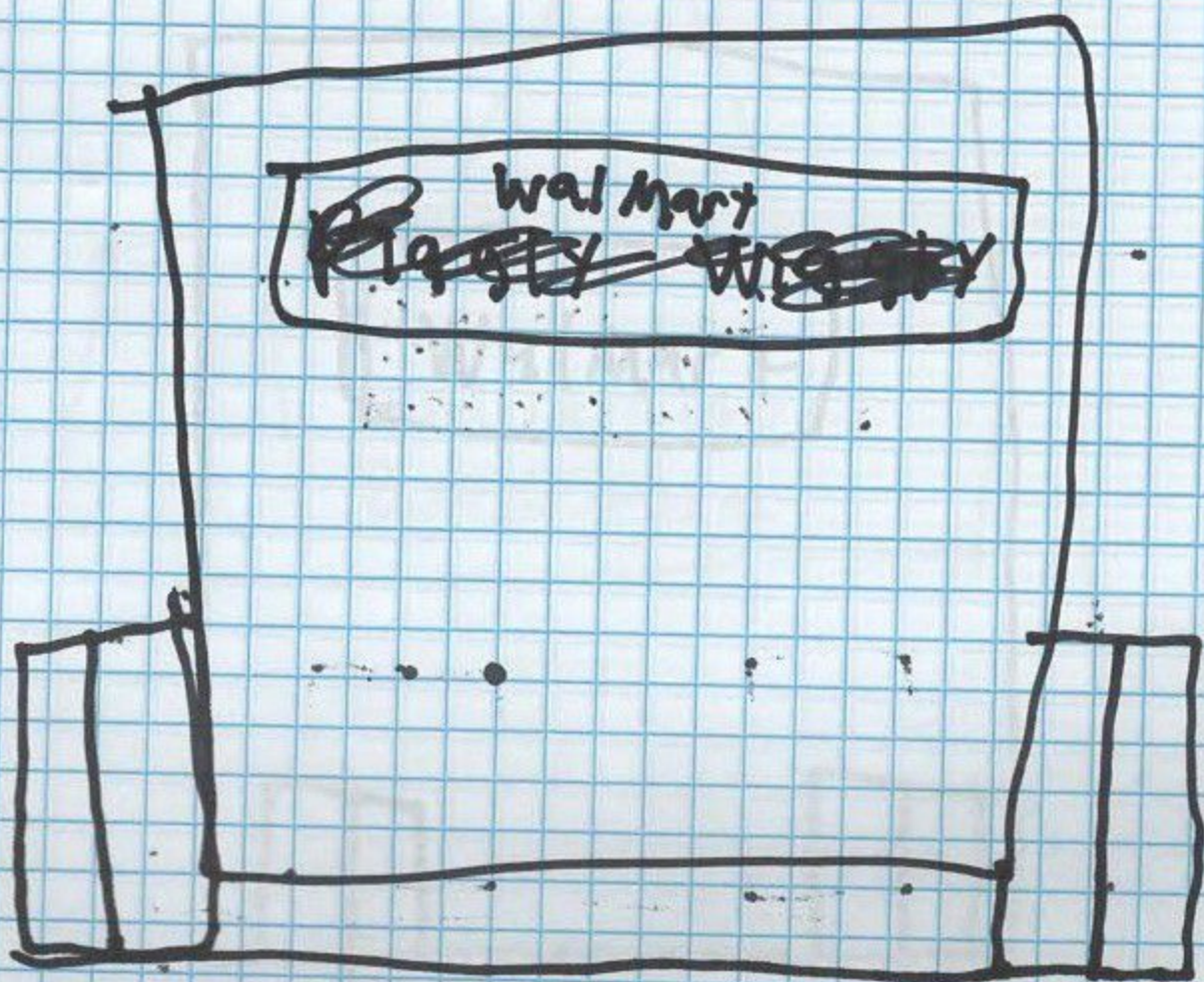
Jake Start s
his Day
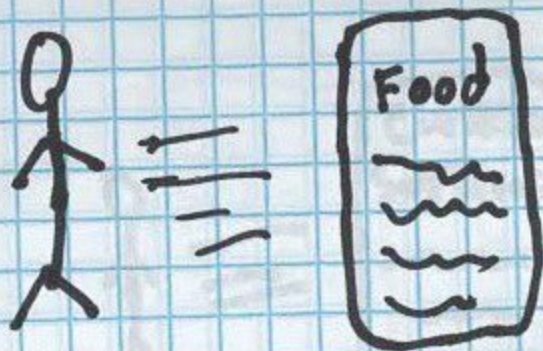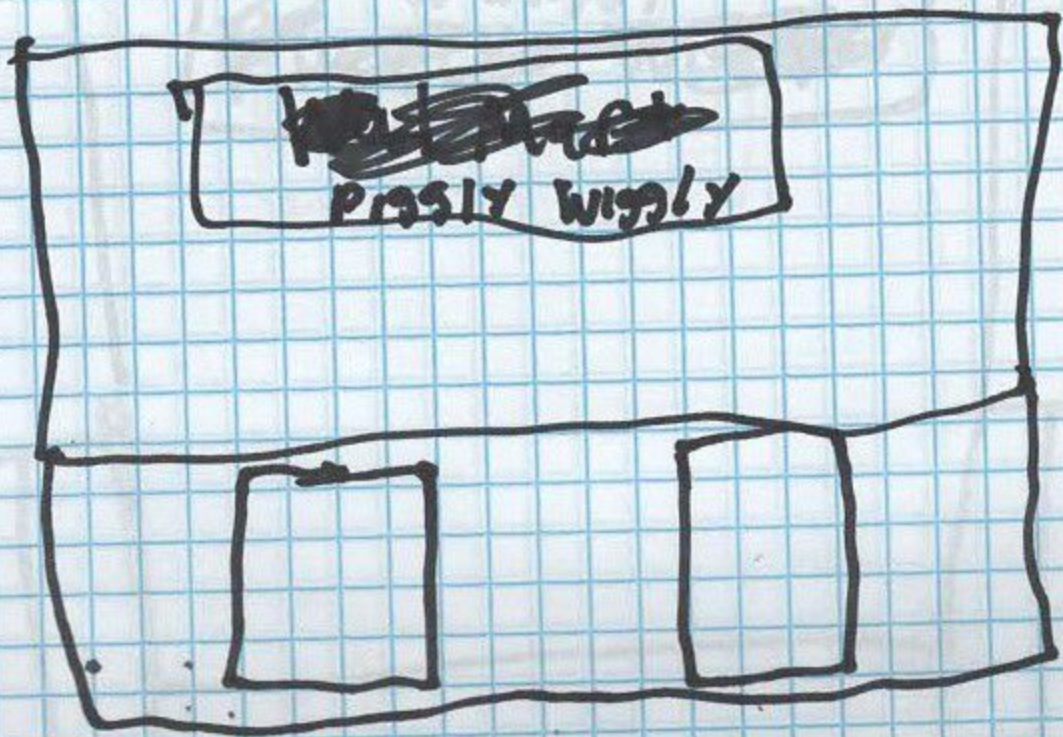
Jake Figuring out budget for food for his family. He use the App to not over spend.

University
Bookstore

Jake has to buy Books
and other Materials for
his graduate School class.
The App will help him have and
stay within a budget to get his
Books and Materials.

Wal Mart

Classroom
supplies

Jake is Figuring out
budget for classroom supplies for
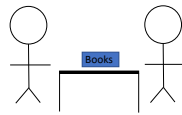his classes he teaches at School

Walmart

Kids'
School
Supplies
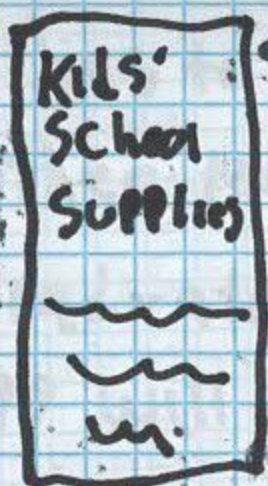
Jake figuring
out a budget for
his kids' school
supplies. The App
will help him to
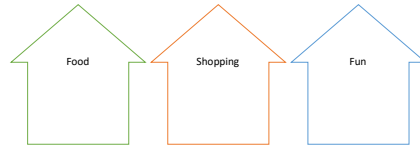have enough money
to buy the supplies.
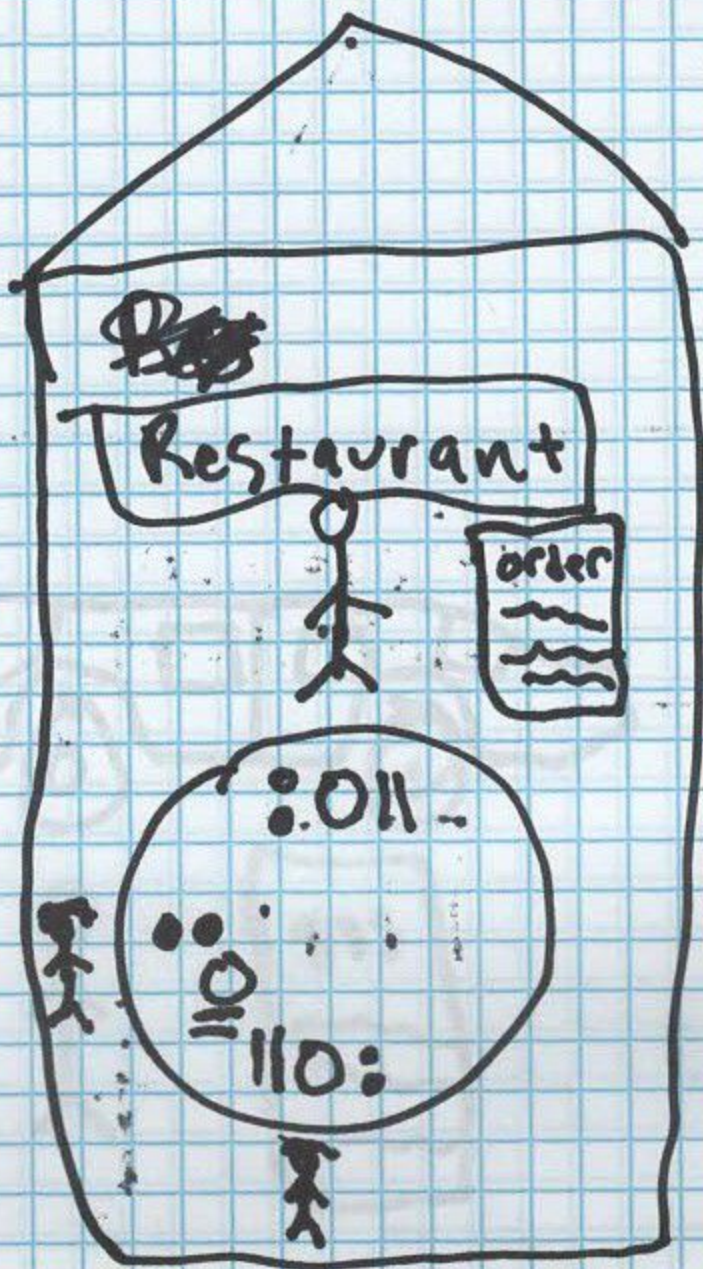
Jake uses the app when
he and his children eat out.
It helps him and his children
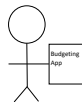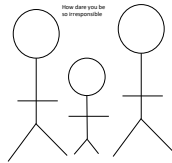to not spend a lot for Food.

Jake uses the app to figure
out how much gas to get for
the most affordable price.

Liz is a basic college student who spends her time studying and hanging with friends.
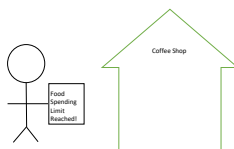

She loves to go shopping, buying food and just spending money on fun things without even thinking about it. This leads to her not knowing how much she has spent or even how much money she has left.
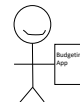

This led to her parents yelling at her and forcing her to find a way to track the spending. In her search for budgeting solutions, she found our app.

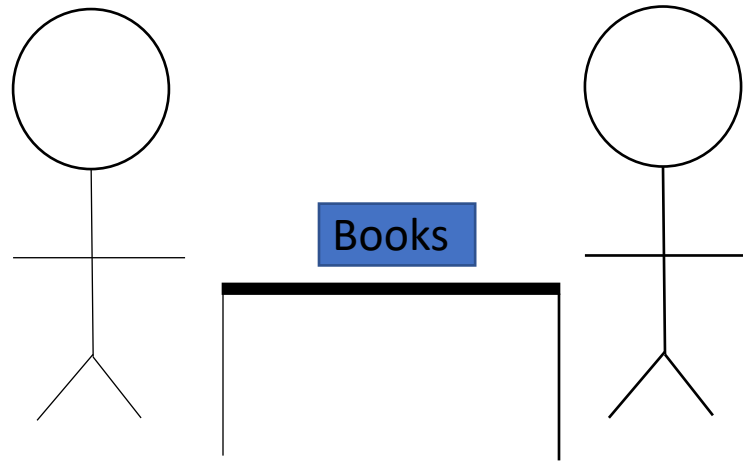| Budgeting	
Food	$50
Shopping	$25
Fun	$15
Other	$30
Total	$120

So now when she is about to spend money she can check and see how much she has spent on each category she set for the week.
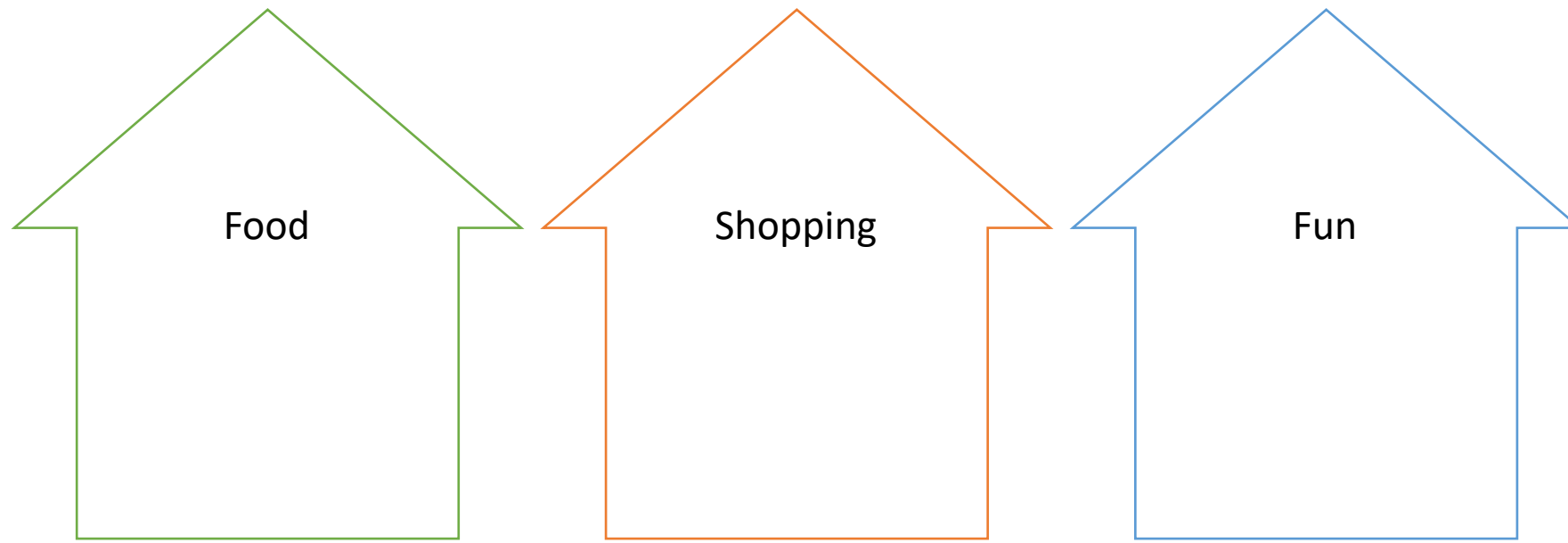

She now tracks her spending and can see an average of what she is spending and where her money is going. It also send her a notification when she is getting close to her weekly and daily limit she set. She then knows she can not get a coffee today.
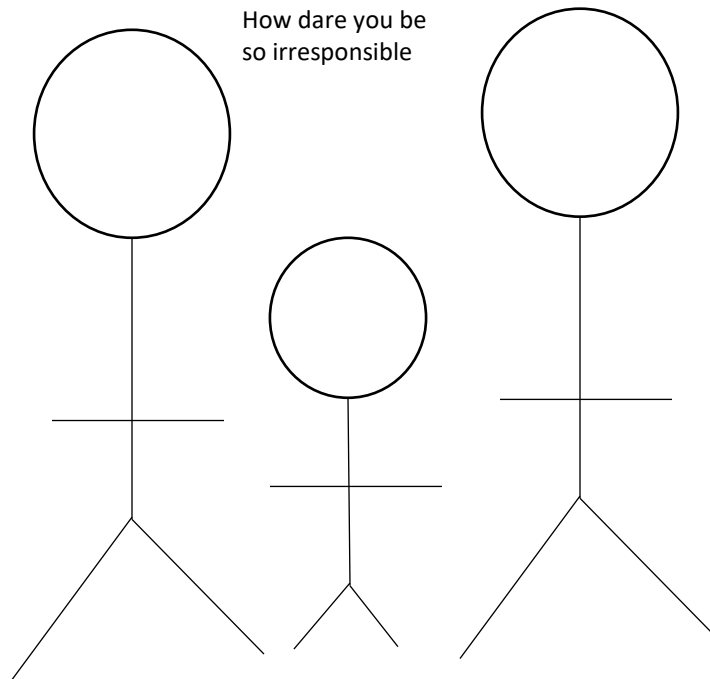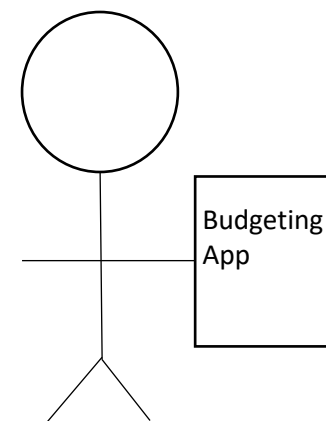

Liz is now happier as her parents are not yelling at her and she has money now for the basic needs and wants of a college student.

Liz is a basic college student who spends her time studying and hanging with friends.

Food

Shopping

Fun

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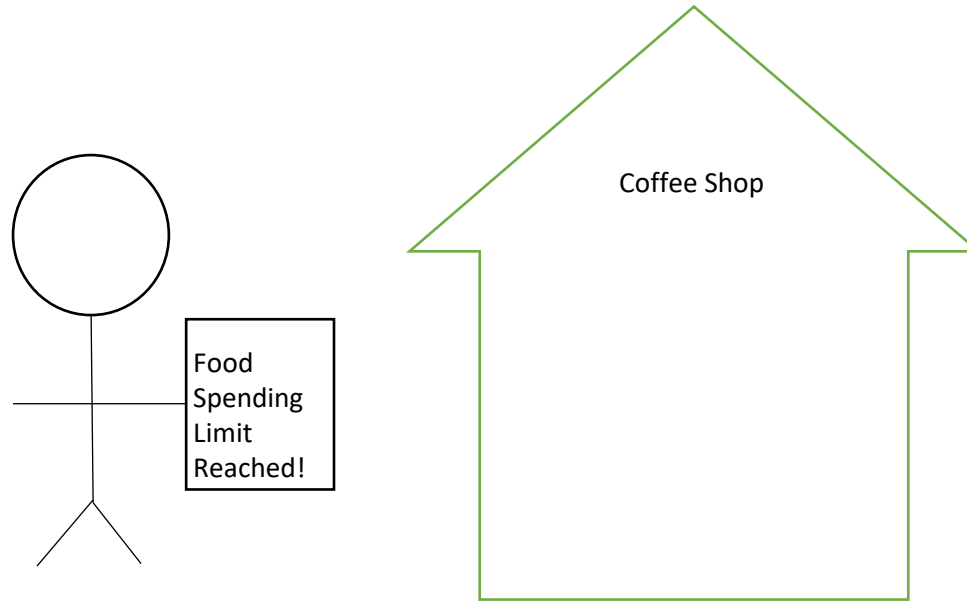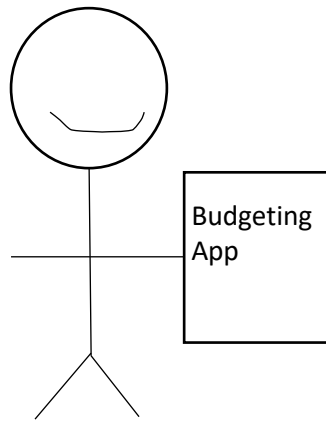
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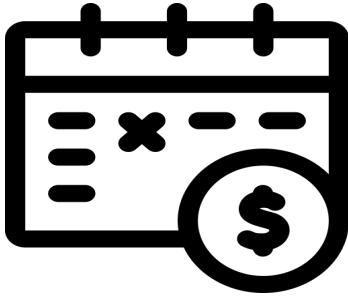| Budgeting	
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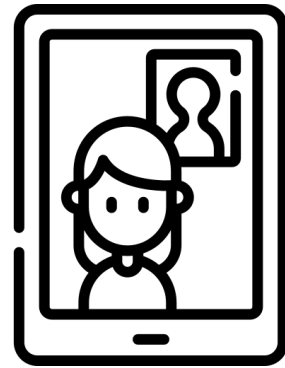
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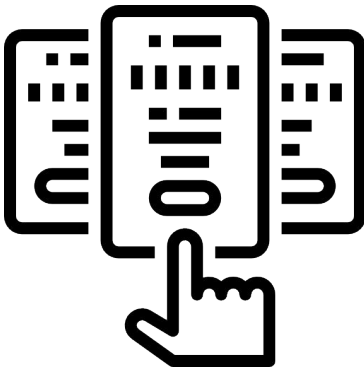
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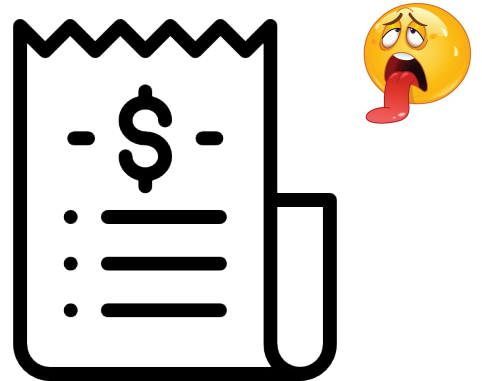
Ifeanyi gets paid bi-weekly from his job. But before the fortnight ends, he finds himself broke and impatiently waiting on. his payday because he has many subscriptions and buys things on impulse.
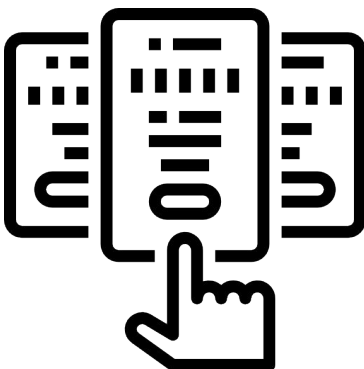

Ifeanyi speaks with his sister, Katherine about this and she thinks up a potential solution.

Katherine introduces Ifeanyi to our budgeting app, which helps one track income and spendings
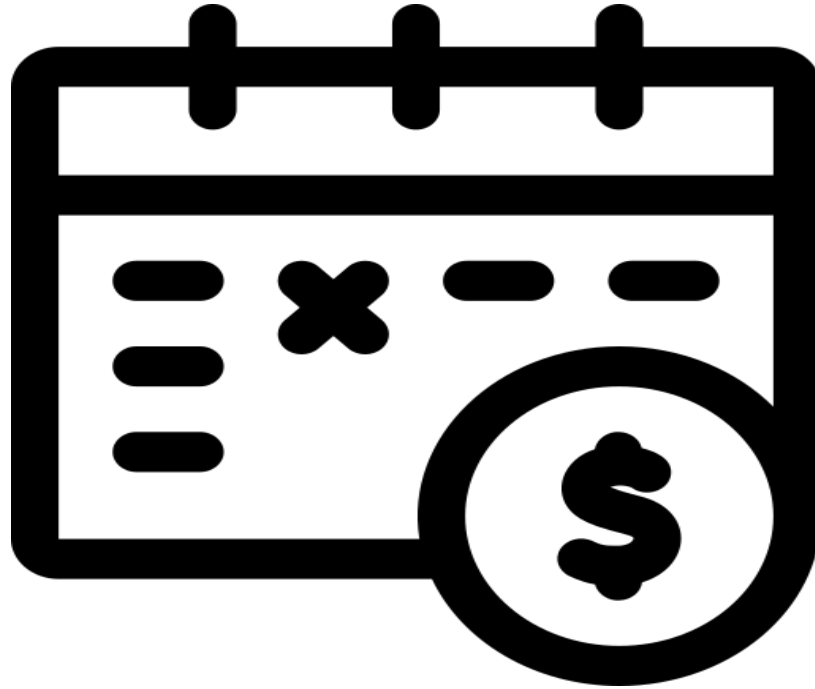

With this app, Ifeanyi sees where his money goes and notices there are not only things he should do without, but things he doesn't need.
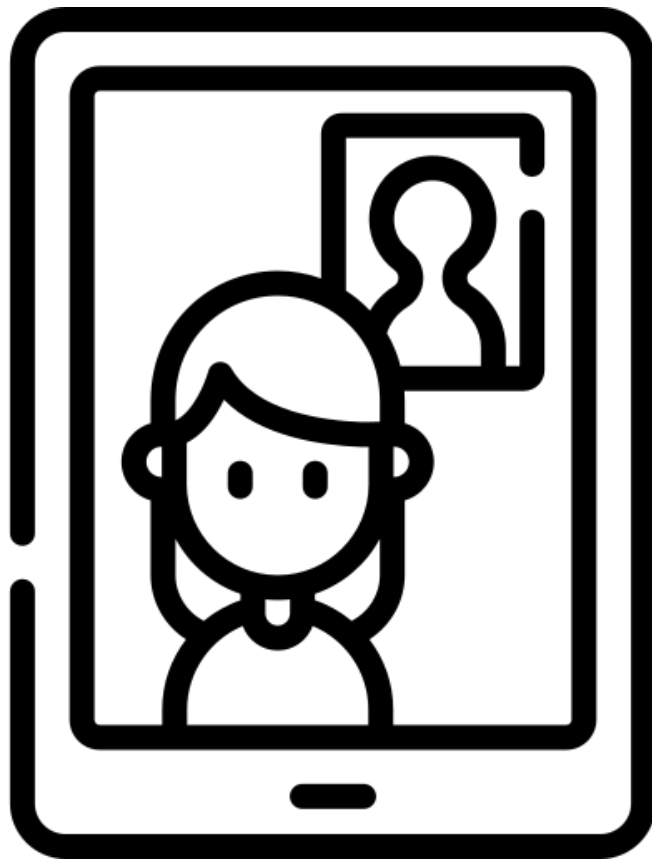

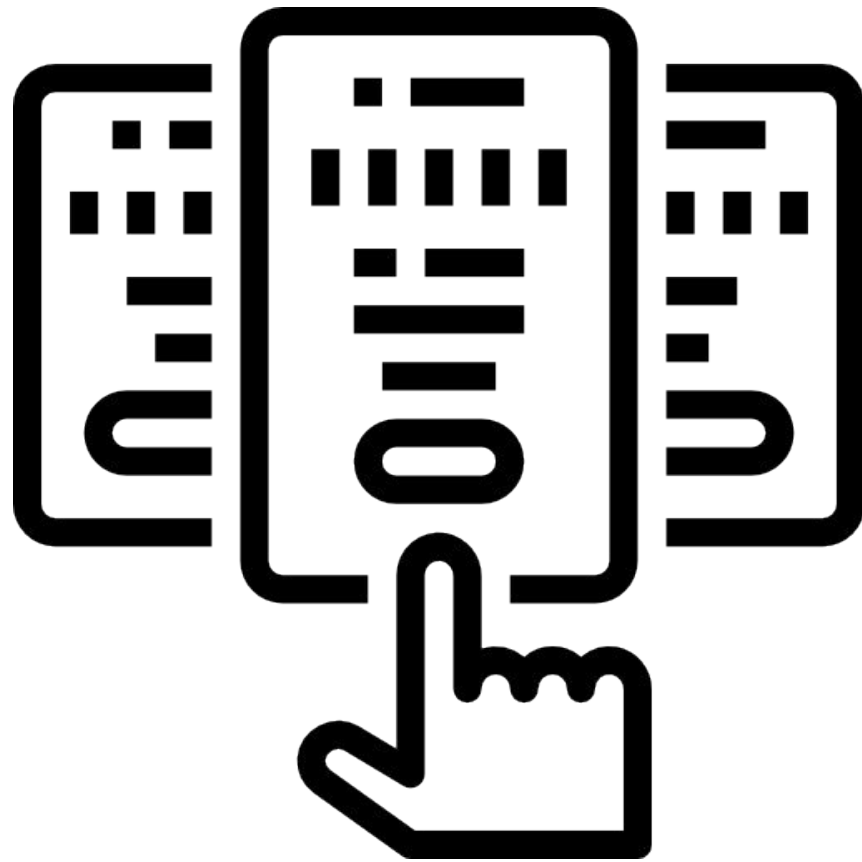With the app, Ifeanyi begins to cut down on unnecessary spendings and manage his money better.

Now, Ifeanyi saves and spends his money wisely. He is more comfortable treating himself to things because he knows when to do so.

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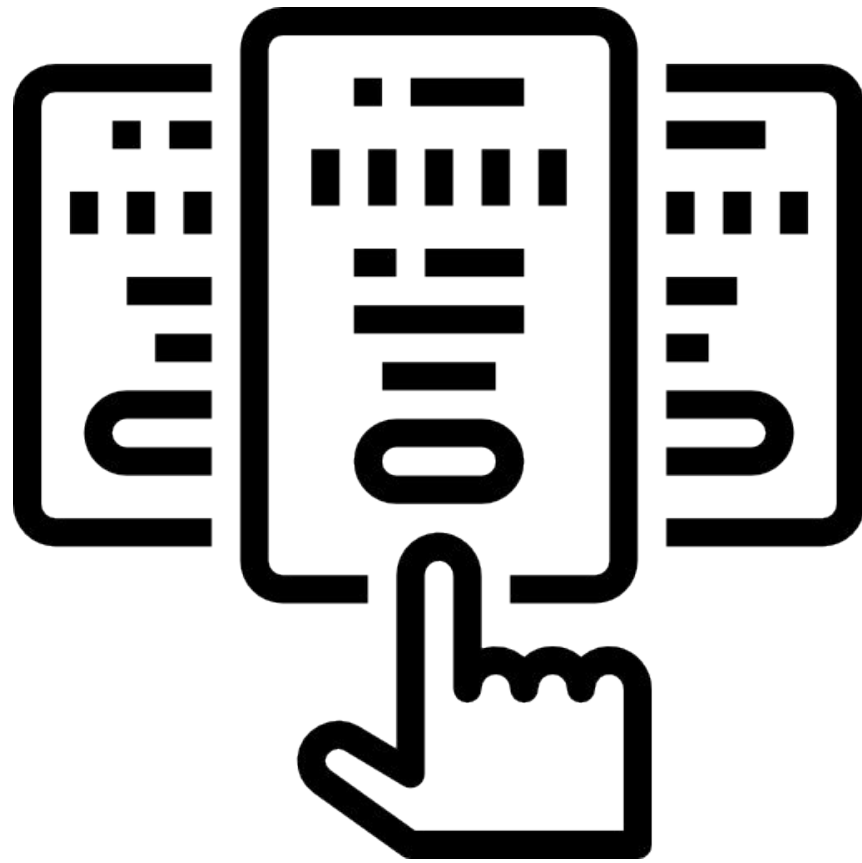
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