

Competitor analysis / SWOT

	Strength	Weakness	Opportunity	Thread
Payki	<ul style="list-style-type: none">• unique for kids• uses modern technology with NFC• contactless payment• secure• parents have full account control	<ul style="list-style-type: none">• additional devices needed• no balance overview on wristband• limited features for young kids	<ul style="list-style-type: none">• alternative device for older kids• more features for wider use & learning effect• money saving plans	<ul style="list-style-type: none">• competitors for kids bank accounts• preference of bank card• preference of cash handling
Santander / BCR	<ul style="list-style-type: none">• hyper modern NFC payment• convenient wristband• pioneer on the market	<ul style="list-style-type: none">• not accessible for kids	<ul style="list-style-type: none">• create kids version	
Bling	<ul style="list-style-type: none">• recognized brand for kids account & learning money handling• admin account for controlling• child independence• savings	<ul style="list-style-type: none">• paid account for each family member	<ul style="list-style-type: none">• replace old-fashioned bank card	<ul style="list-style-type: none">• newer technologies