

Product Vision Board

Vision:

Money Management tracking for you, your family and everyone else.

Target:

- Young Adults 16-21
- Young Entrepreneurs 21 - 30
- New / Established Families 25 - 45

Needs:

- Simple to use
- Share with people you choose to
- Help to achieve finance goals

Product:

- Programs how to save money
- New Money Management App
 - *Individual*
 - *Couple*
 - *Family*
- Awards and Recognition for good spending habits/Saving

Business Goals:

- More financially educated people
- Usage tiers

- *Individual(Free)*
- *Couple (2 users)*
- *Family (3+ users)*