

LEAN BUSINESS MODEL: MONEASE, FINANCE APP FOR MARGINALIZED COMMUNITIES

<div><div>PROBLEM</div><div><ul style="list-style-type: none">Financial freedom and the "money grows on trees" mentality for under-represented communities that have been kept out of the loop (and much worse) for many generations. Share the "secret" of Abundance.Minorities that are "behind" would be able to find new ways to innovate, have ownership, create with financial means.Immigrants also come with educational backgrounds, but have the language barrier that stumps a lot of individual's growth, despite having more experience or international completed careers.</div><div>EXISTING ALTERNATIVES</div><div><ul style="list-style-type: none">MintYou Need a Budget (YNAB)SpendeeExpensifyInvestopedia Simulator</div></div>	<div><div>SOLUTION</div><div><ul style="list-style-type: none">Basic, simplified app version of Finances/ Economics overview. Stocks, banks, day-trade, business intros.May feel like an RPG game. showing the multiple options a person can do, should do with savings (few directions).App in different languages afterwards<ul style="list-style-type: none">Spanish, Chinese (Mandarin / Cantonese), Vietnamese, Tagalog, Indian (major dialects), Arabic, few major indigenous dialects.</div><div>KEY METRICS</div><div><ul style="list-style-type: none">Seeing more under-represented communities prosper.More app downloads, more donations, people sharing + social media presence garners attention.Seeing more under-represented communities prosper.</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div><ul style="list-style-type: none">We're making financial freedom/knowledge accessible, fun, easy to understand, multilingual and truly looking to help marginalized communities with No Affiliations or ulterior motives.</div><div>HIGH LEVEL CONCEPT</div><div><ul style="list-style-type: none">RPG-like Multilingual Sparknotes of Finance.</div></div>	<div><div>UNFAIR ADVANTAGE</div><div><ul style="list-style-type: none">This app will be the fun, RPG, multilingual Sparknotes of Finance.Many times there's excessive details that aren't really needed (in the beginning), they could be put off to the side until the time is right or be placed as a link. From personal experience, a large book or large paragraphs are intimidating or off-putting. Less is more?</div><div>CHANNELS</div><div><ul style="list-style-type: none">It'll be free: launched in the app store.There will a help section, visuals on how to use the app.Maybe a few social media pages: Youtube videos / IG posts - motion infographics / blogs / site to promote app on how it works /</div></div>	<div><div>CUSTOMER SEGMENTS</div><div><ul style="list-style-type: none">Under-represented communities in poverty, not financially stress-free. Shifting communities into comforting, less work-think smart mentality.Letting everyday folks know that investing can be started early and by anyone (I'm still learning too).Many people still solely rely on 9-5 lifestyles and are left in a predicament when a job doesn't work out. Unraveling multiple income streams, detached ways of being financially self-sustaining.</div><div>EARLY ADOPTERS</div><div><ul style="list-style-type: none">Under-represented communities.International transplants.Children of old-fashioned or uninformed parents / backgrounds.</div></div>
<div><div>COST STRUCTURE</div><div><ul style="list-style-type: none">Planning, Design, Features, Infrastructure, App administration, Testing, Deployment.Our time, number of Designers, Engineers?Could range from -38k - 170k.</div></div>		<div><div>REVENUE STREAMS</div><div><ul style="list-style-type: none">Donations. There could be a monthly subscription ? Donation based similar to Freecodecamp. Investors?Get investors? Stocks? I know I said No Affiliations, BUT some of the books/podcasts previously mentioned - there could be some kind of profit from name-dropping - referring or pitch it to them? Or look into their investors? They're more likely to be interested.</div></div>		