



FinTrak

Consolidating your finances

PROBLEM STATEMENT

Individuals who have scattered records of financial data across various agencies face challenges in accessing and understanding their financial information. This limits their ability to manage their finances effectively and make informed financial decisions.



CURRENT PLAYERS



Kite

Zerodha's flagship trading and investment platform. Allows users to buy, sell, analyse, and manage their portfolio. Features such as charting tools, data widgets, real-time alerts, push notifications, nudges, and marketwatch are available.



Groww

A stock trading app that allows users to open a Demat account and buy/sell stocks. It also allows investments in mutual funds and digital gold.



Basis

This app focuses on learning and investing. It offers small lessons and workshops. It has partnered with mutual fund companies and users can customize investments for their specific goals.




















Cred

It aims to make using your credit cards easier and automated. The app also offers many rewards for using in the form of CRED coins, which can be redeemed for cash or offers.

CURRENT SCENARIO



	 Income	 Expenses	 Investments	 Debt
Description	<ul style="list-style-type: none"> Salary from the company Rental Income from the tenant Proxy Income (Money received from friends and family) 	<ul style="list-style-type: none"> Pay for food at the canteen. Pay to the friend for last night's dinner. Pay the barber for the haircut. Ordered shoes from Amazon. 	<ul style="list-style-type: none"> Mutual Funds Stock Market PPF FD 	<ul style="list-style-type: none"> Loans
Payment Modes/ Applications Used	  	   	  	  
Pain Points	I can't track different sources of income.	I don't know how much I have spent and on what things.	I can't aggregate my investment portfolio.	I don't know my net worth

CUSTOMER INSIGHTS

through Primary Research

How much do I need for retirement? How much is something going to cost? How do I save up more?



Laziness

Users don't want to put in the effort to track their finances across different platforms



Missing (path to) goals

Users don't know their goals and even those who can vaguely define them don't know how to get there



Frustration

Users end up frustrated when they can't figure out where their money is getting spent



Family Expenses

Users want to track their family's financial health together



HOW MIGHT WE?

"How might we help people track their finances enabling them to make better financial decisions?"



BUSINESS CASE

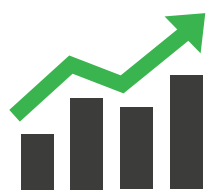
MARKET OVERVIEW



of mobile banking txns = 6.4 B in 2021, 72 B in 2022



increasing smartphone penetration, digitalization efforts, and a growing middle class



The Indian financial services market is expected to reach \$2T by 2025



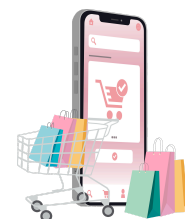
Financial literacy rate = 27%



Internet penetration = 48% growing at 5% in Urban and 14% in Rural areas



UPI penetration is 40% and growing



Expected CAGR in eCommerce industry by 2026 = 30%

TARGET MARKET

Savita: What is cash?



Rakesh: How do I even manage all of this?



BUSINESS CASE



SOLUTION

Centralised hub, open banking,
managing all financial digital footprints



REVENUE MODEL

Freemium app +
Partnerships with financial institutions



FINANCIAL PROJECTIONS

Expected to reach profitability within 3 years with user
base of 20 lakh+ and annual revenue over Rs. 100 Cr. *

BENEFITS



Convenience

Time Savings



Financial Literacy

Financial
Empowerment



Peace of mind



IMPLEMENTATION PLAN

Using Open Banking APIs to collect information and
display insights using ML

Detailed and Comprehensive GTM



Open Banking

INDIAN CONTEXT AND REGULATIONS



A cooperation model where the banking information of customers, is shared with third-party companies providing financial services.

Information Shared:

- a. Account and transaction details
- b. Borrowing or lending frequency
- c. Borrower's health vitals

Categories of open banking:

- 1. **Payments:** Implemented using UPI
- 2. **Sharing financial Data:** Implemented through NBFC-AA

Account Aggregator (AA)

Account Aggregator is a type of RBI-regulated framework that helps an individual securely and digitally access and share information from one financial institution.




















Solution

The FinTrak Mobile Application

Unlock your financial growth

OUR VISION



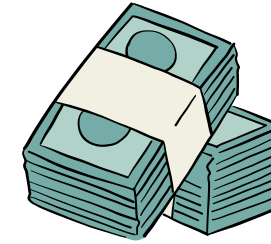
	 Income	 Expenses	 Investments	 Debt
Payment Modes/ Applications Used	  	   	  	  

Aggregation

One-Stop solution

SOLUTION

What will it track?



Income

- Salary
- Dividend Income
- Others: Savings interest, rental income, pseudo income



Expenses

- Credit Card
- UPI
- Debit Card
- Cash withdrawals
- BNPL account



Savings

- Direct Investments
- Third party



Debt

- Loans

VALUE ADDS

How will it help?



Track & Manage

- Know your injections & leakages
- Get insights into your spending patterns
- Better your financial health



Collaborate

- Plan with your spouse or parents
- Contribute to common goals
- Encourage each other on



Define

- Articulate your goals
- Quantify post articulation

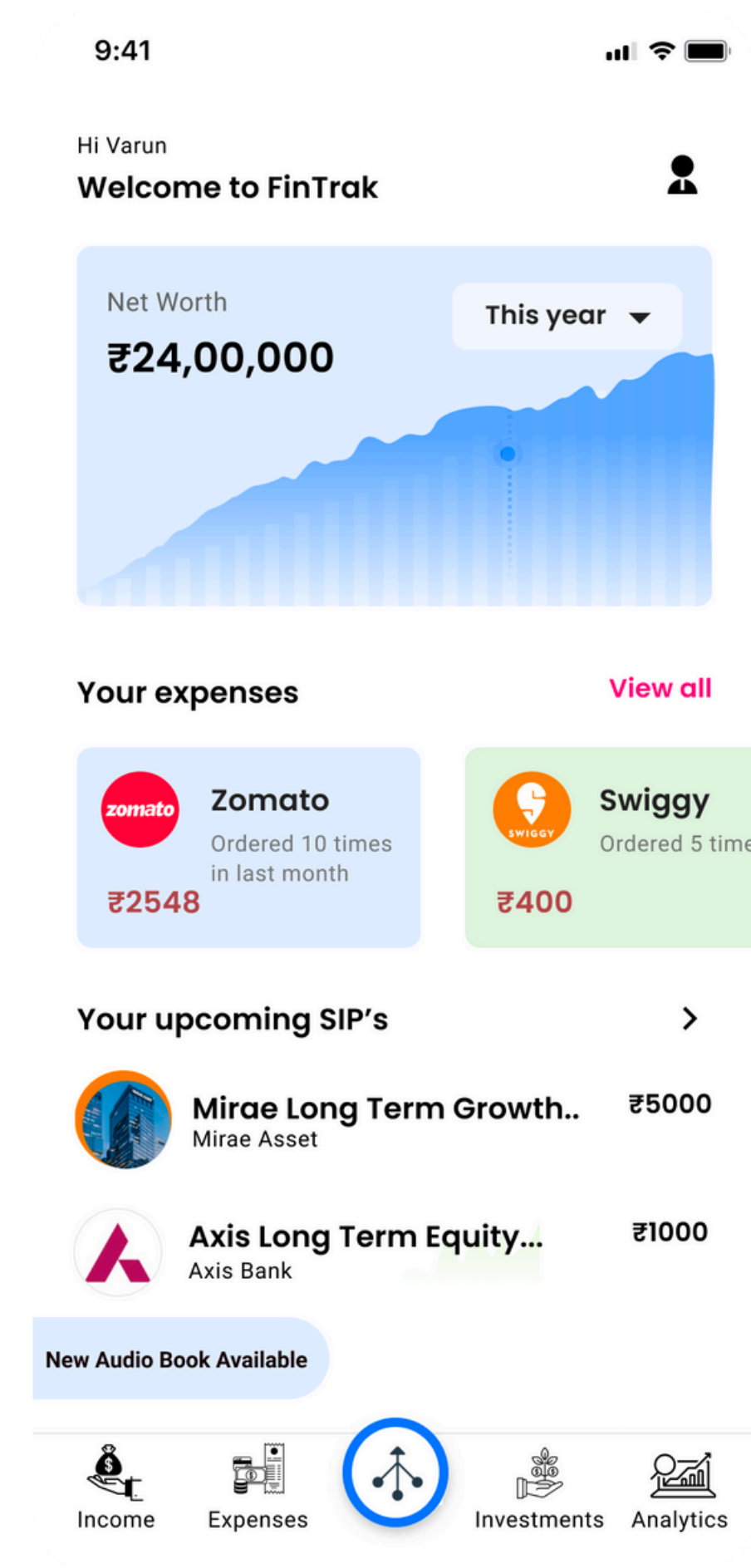


Plan

- Chart a path to your goals
- Find a way back if you go off track

SOLUTION

What is it?



SOLUTION

Account Onboarding



9:41 📶 🔋

Let's add your banks, credit cards, slice ac ...

Or select from the popular list







[Proceed](#)

Q W E R T Y U I O P
A S D F G H J K L
⬆ Z X C V B N M ⬆
123 space Enter
😊 🎤

SOLUTION

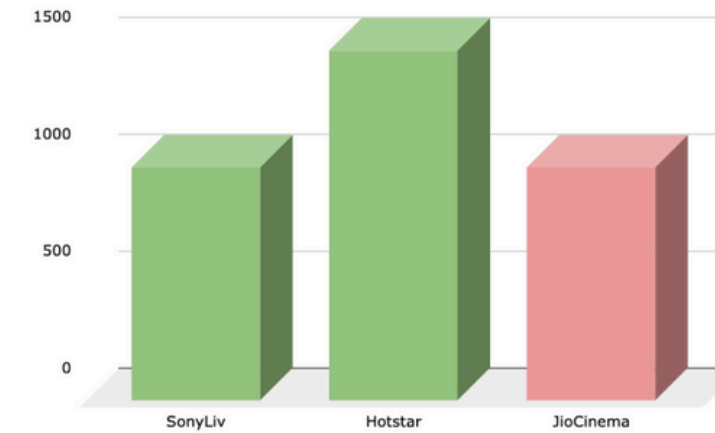
Insights



9:41



Your OTT
subscriptions have
Gone up



Seems like you have
subscribed to a new
service

You paid **Rs. 999** more than the last month



Income



Expenses



Investments



Analytics

MEASURING SUCCESS



AWARENESS

Social Media Reach, App Store/Playstore traffic

ACQUISTION

Conversion Rate, Cost per acquisition

ACTIVATION

Onboarding Completion Rate, Time to account linkage

RETENTION

Churn Rate, Number of Accounts added

REVENUE

ARPU, CLTV

FOR

Young individuals

WHO

have scattered records of financial data across various agencies

OUR

mobile application

IS

a one-stop solution that consolidates their financial information

THAT

will help to manage their finances effectively and make informed financial decisions

VALUE PROPOSITION



GTM STRATEGY



AWARENESS

- Personal finance blogs & forums
- Interviews/podcasts with CXOs
- Finance influencer collaborations
- SEO
- YouTube content
- Advertisements

ACQUISITION

- Corporate workshops
- Case competitions and personal finance sessions for colleges
- Promotional blogs
- Brand collaborations - Eg: Zerodha's Rainmatter initiative
- Hassle-free registration, minimum documentation

ACTIVATION

- Enrolment on beta list through emails
- Influencer code referral, rewarding coins on signup
- Tailor made corporate and college bulk deals/packages
- Call and bot support, FAQs, instructional videos, etc.

RETENTION

- Easy-to-navigate interface
- Gamification and goal setting
- Targeted advertising and personalised push notifications
- Coupons and offers on festivals
- Continuous updates in tandem with changing customer demands

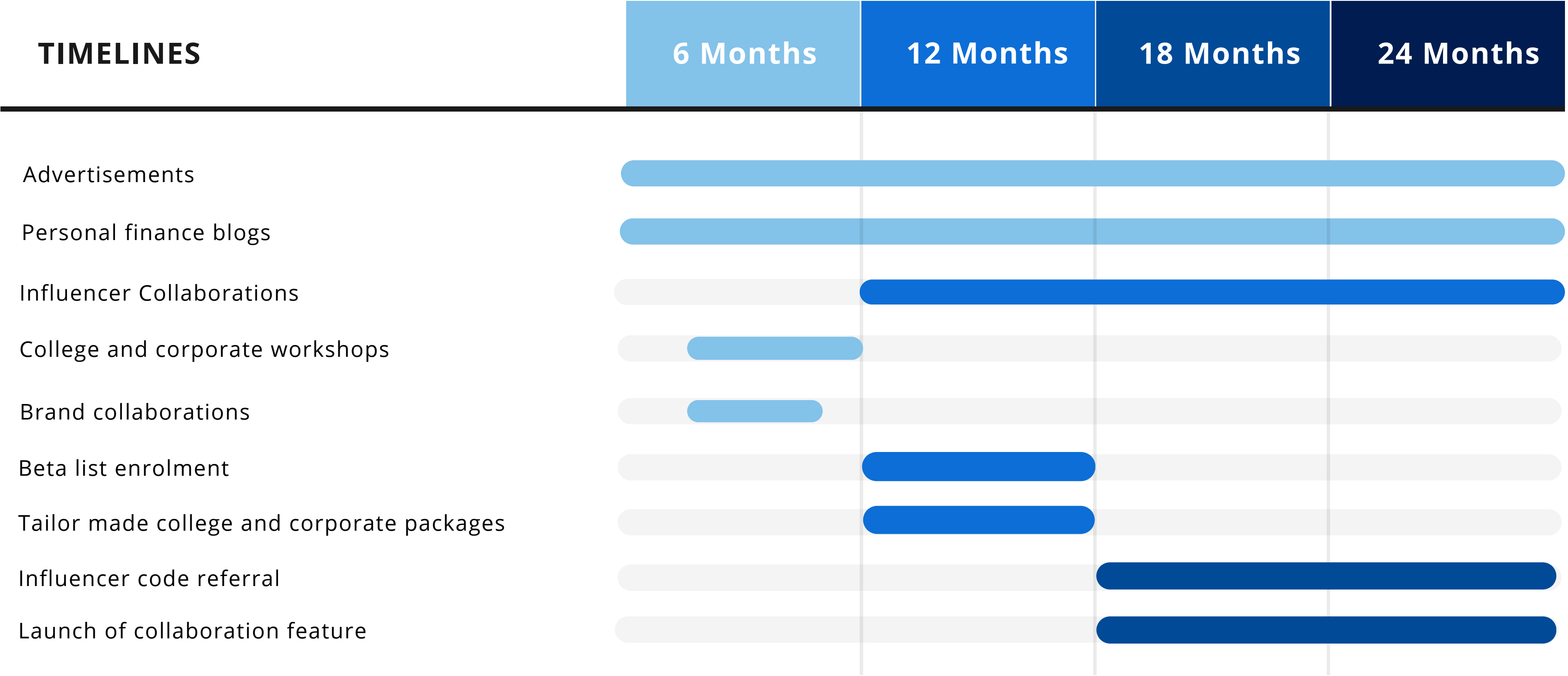
REVENUE

- First 1 year free then subscription based model
- In-app marketing of paid features and services such as trend analysis and recommendations

REFERRAL

- Referral-driven reward policy
- Collaboration feature to facilitate joint financial planning for families and newly wed couples

IMPLEMENTATION TIMELINE





Thank You



APPENDIX



FINANCIAL PROJECTIONS

Year 1:

- User Base: 5 lakhs
- Freemium Conversion Rate: 5%
- Subscription Fee: Rs. 399/month
- Average Monthly Revenue per User: Rs. 20
- Total Annual Revenue: Rs. 12 Cr.

Year 2:

- User Base: 10 lakhs
- Freemium Conversion Rate: 7%
- Subscription Fee: Rs. 449/month
- Average Monthly Revenue per User: Rs. 30
- Total Annual Revenue: Rs. 40 Cr.

Year 3:

- User Base: 20 lakhs
- Freemium Conversion Rate: 10%
- Subscription Fee: Rs. 549/month
- Average Monthly Revenue per User: Rs. 56
- Total Annual Revenue: Rs. 134.4 Cr.