Deakin University

Information Technology Innovations and Entrepreneurship

OnTrack Submission

10.2HD Pitching 2.0

Submitted By:
Thi Thu Suong Ngo
s224757434
2025/10/02 22:45

Tutor:
Ru Jia

October 2, 2025

ZENTRA

CALM YOUR COSTS, GROW YOUR GOALS

ZenTra - Financial Budgeting and Expense Tracking App

Stress-free budgeting for individuals and couples.

Project Topic: Topic 12 – How can technology/ AI be used to help people manage their expenses and cost of living pressures?

Name: Thi Thu Suong Ngo
Student ID: 224757434

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Our Team

Name	Student ID	Email	Assigned Role
Thi Thu Suong Ngo	224757434	s224757434@deakin.edu.au	CDO
Hashini Amaya Thennakoon Mudiyanselage	225547057	s225547057@deakin.edu.au	CEO
Sandali Ramesha Piyumali Siriwardana Galhenage	225249376	s225249376@deakin.edu.au	CBO
Movini Wathsara Madduma Gamage	225009463	s225009463@deakin.edu.au	CTO
Isurangi Thilakshana Guniyangodage	225065034	s225065034@deakin.edu.au	CTO
Pascaline Jepkemboi	223090048	s223090048@deakin.edu.au	CMO

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The Problem Analysis

Problem statement: Rising cost-of-living, financial stress, lack of clear shared budgeting tools in Australia:

Cost of Living

↑ 6.0%

in 2025 (ABS, 2025)

Couple Familites

+5.5M

need shared budgeting tools (ABS, 2021)

Finances

#1

relationship pressure (Relationships Australia, 2024)

Young adults (22-35)

72%

not feel in control of their money (Finder, 2024)

The Problem in Real Life

Individual Persona (Priya)

- Priya, 22, international student in Sydney
- Works part-time in hospitality, struggles with high rent & transport
- Loses track of small daily expenses, and runs out of money before payday
- Goals: Manage rent and food costs; save a small emergency fund.

Insights: 1.6M students in Australia face similar financial stress (Universities Australia, 2023)

Couple Persona (Emma & Josh)

- 29 & 31, renting in Melbourne, saving for first home
- Overspending & money arguments, no shared visibility
- Goal: Save $50k deposit, reduce financial conflicts

Insights: 5.5M couple families in Australia (38.8% child-free, ABS 2021)

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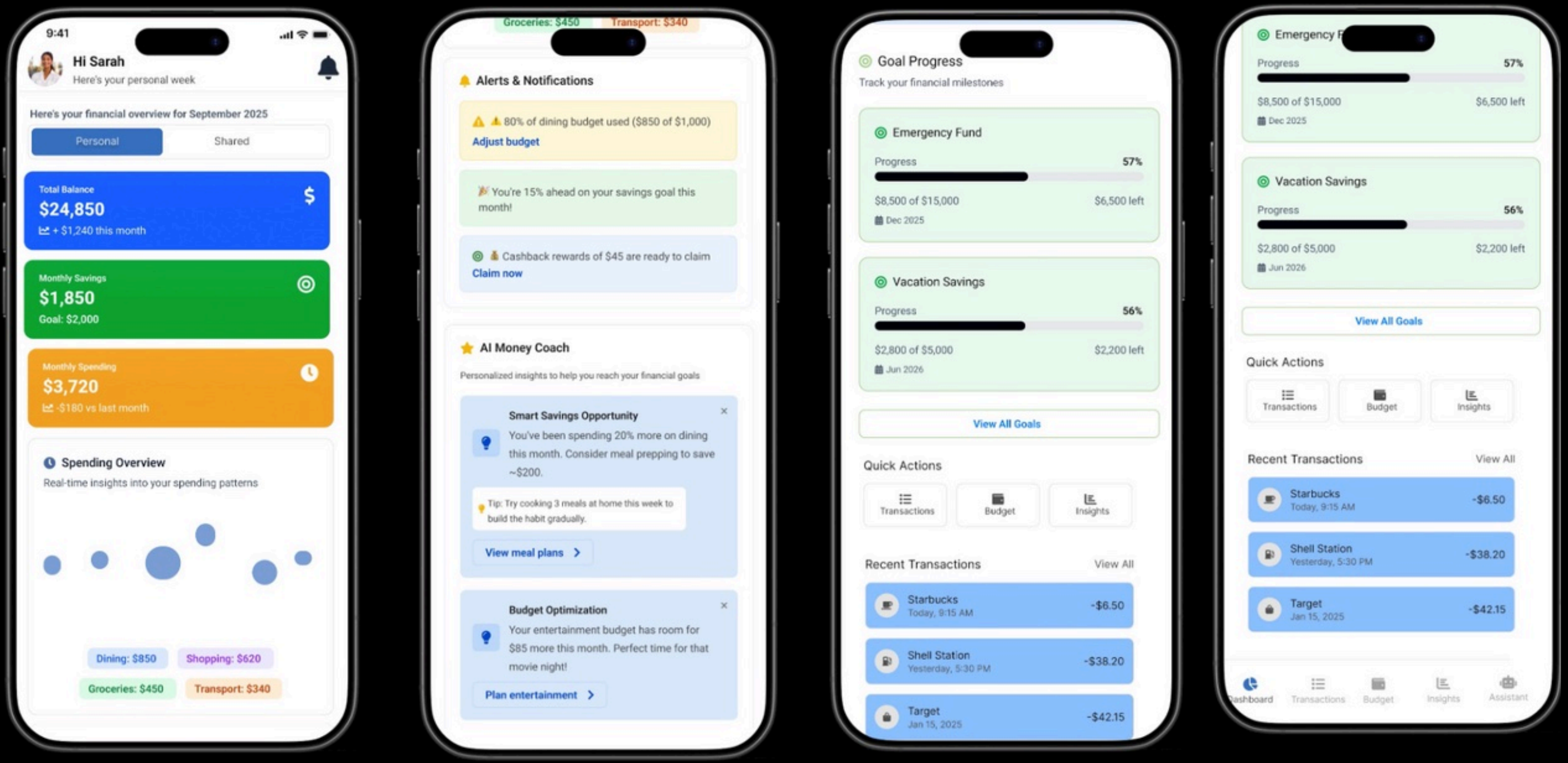
The Solution



- **Platform:** Mobile-first application
- **Core Features:**
  - QA Smart Quick-Add: 5-second entry via text/voice; auto-parse expenses.
  - Shared Budget Overview: Color-coded bubbles, alerts, real-time projections.
  - Conversational Money Coach: AI push prompts (e.g., “Dining out high this week-adjust?”).
  - Memory Capsule Postcards: Weekly summaries of spend + moods + advice.
  - Priority Token Budget Board: Token-based priority allocation; AI auto-redistribution.
- **Benefits**:
  - For Couples: Builds trust, minimizes friction, supports joint planning.
  - For Individuals: Encourages savings discipline, reduces stress.

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The Vision/ Value proposition

Vision Statement

ZenTra empower for individuals and couples in Australia aged 18–45 to manage expenses with empathy and AI- making budgeting simple, transparent, and relationship-friendly.

Value Proposition

- Calm Your Costs → Empathetic design reduces financial stress.
- Grow Your Goals → Supports shared savings for meaningful milestones.
- Shared Harmony → Couple- and family-first features build trust and collaboration.
- Smarter Tracking → Quick-Add in 5 seconds with voice/text + receipt scanning.
- AI Guidance → Conversational nudges to encourage healthier money habits.
- Gamified Savings → Tokens, challenges, and memory capsules make budgeting engaging.

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The Market Strategy

- **Target Market:** Individuals & couples aged 18–45, most impacted by cost-of-living pressures (ABS, 2025).
  - **Early Adopters (Primary):**
    - Young couples (25–45): 5.5M couple families in AU; 38.8% without children (ABS, 2021).
    - Students (18–25): High financial stress; housing & transport top pressures (Universities Australia, 2023).
    - Young professionals (22–35): 72% feel not in control of finances (Finder, 2024).
  - **Expansion (Growth Stage):**
    - Young families (25–40): Childcare & education costs ↑ 8.3% in 2024 (ABS, 2024).
    - Freelancers/gig workers (20–40): 250,000+ Australians in gig work (Australian Treasury, 2022).

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The Market Strategy

Segment	Size & Statistics	Pain Point / Need
Young Couples (25–45)	5.55 million couple families in AU; 47% are couples without children (Australian Bureau of Statistics)	Shared budgeting with shared goals
Students (18–25)	37% of 23-year-olds experience financial stress; 1 in 5 skip meals due to costs (NCVER, ABC)	Financial literacy and daily cost tracking
Young Professionals (22–35)	72% don't feel in control of finances (insights.findex.com.au)	Insights and habit-building tools
Young Families (25–40)	Buying childcare & education ↑ 8.3% last year (Australian Bureau of Statistics)	Managing multiple budget categories
Freelancers / Gig Workers (20–40)	250,000+ Australians in gig work (Australian Bureau of Statistics)	Flexible budgeting for variable incomes

Figure 1: Market Segmentation Table

The Competition

Solution/Company	What features their solution offers?	Who is their target market?
Pocketbook	Bank sync, automatic categorisation, bill reminders (Wikipedia, 2025; Debt Negotiators, 2025)	AU households, free & simple users
PocketSmith	Forecasting, multi-currency, dashboards, bank feeds (PocketSmith, 2025a; PocketSmith, 2025b)	Global & AU planners, multi-currency users
Goodbudget	Envelope system, manual entry or auto-sync, savings goals (Goodbudget, 2025; Frugal and Thriving, 2024)	Families, envelope budgeting users
Splid	Fast group expense splitting, offline/online, no sign-up (Splid, 2025; Too Many Adapters, 2023)	Roommates, travellers, friends
Splitwise	Shared expenses, IOUs, PayPal/Venmo integration (Splitwise, 2013; Investopedia, 2016)	Friends, housemates, travellers
Frollo	Open Banking integration, AI insights, bill charts (Frollo, 2025a; Frollo, 2025b)	Tech-savvy Australians, AI budgeting users

Figure 2: Comparision Table of Current Competitors in the market

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The Competition

App / Solution	Key Features	Gaps	ZenTra Advantage
Pocketbook	Free, bank-sync, bill reminders	Individual only, limited emotional/relationship support	Couple-centric budgeting + AI nudges
PocketSmith	Forecasting, multi-currency, calendar budgets	Complex interface, built for “power users”	Simple UX, empathetic design for everyday users
Goodbudget	Envelope system, family-friendly, manual/auto sync	Old-fashioned, lacks AI or gamification	Gamified budgeting (tokens, challenges, memory capsules)
Splid	Quick expense splitting, 100+ currencies, no sign-up	Narrow focus on bill-splitting	Full budgeting + savings + collaboration tools
Splitwise	IOU tracking, PayPal/Venmo integration	Focus on debts, not long-term planning	Shared goals + couple/family financial harmony
Frollo	Open Banking, AI insights, goal tracking	Tech-heavy, intimidating for average users	Friendly UX, couples-first + emotional support
ZenTra	Quick-Add 5s, Shared Budgets, AI Money Coach, Token Budgeting, Memory Postcards	–	Empathetic, relationship-first, gamified & simple

Figure 3: Comparision Table of Current Competitors in the market why ZenTra is Different

The Growth Opportunities

Short-Term (1-2 Years) - Local Expansion

- Pilot with universities & NGOs to reach students and new Australians
- Freemium model for early adoption and trust-building
- Targeted digital marketing on TikTok/Instagram for Gen Z & Millennials

Medium-Term (2-5 Years) - National Expansion

- Open Banking (CDR) integration for secure data syncing
- Expand to couples, families & SMEs with tailored features
- Influencer marketing + financial literacy programs to scale credibility

Long-Term (5+ Years) - Global Consolidation

- Localisation (currencies, languages, cultural practices)
- International partnerships with universities & fintech accelerators
- Premium AI insights & ecosystem expansion (investing, BNPL, insurance)

2025-2027

2027-2032

2032+

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The Go-to-Market-Strategy

Local Launch (1–2 Years)

- Focus on students (18–25) and shared households facing cost-of-living stress (Universities Australia, 2023; ABS, 2021).
- Build adoption via university partnerships, NGOs, and community programs.
- Drive engagement with digital marketing campaigns, freemium entry, and referral incentives.

2025-2027

National Expansion (3–5 Years)

- Target couples, young professionals, and families, segments with high financial insecurity (Finder, 2024; ABS, 2024).
- Implement Consumer Data Right (Open Banking) for secure integration (ACCC, 2022).
- Scale trust through influencers, gamified loyalty programs, and ASIC-aligned financial literacy initiatives.

2027-2032

Global Scale-Up (5+ Years)

- Expand into high cost-of-living markets such as the UK, Canada, and New Zealand (EY, 2022).
- Achieve localisation through currencies, languages, and cultural finance practices (Hofstede, 2011).
- Position ZenTra as a universal financial ecosystem with AI advisory, multi-user dashboards, and global gamified savings.

2032+

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Concluding Remarks

- **Need:** Rising cost-of-living pressures demand empathetic, relationship-centred budgeting tools (ABS, 2025; Relationships Australia, 2024).
- **Evidence:** Individuals and couples (18–45) disproportionately affected; existing apps lack transparency, emotional support, and collaboration.
- **Innovation:** ZenTra delivers unique features – Shared Budgets, Quick-Add (5 sec), AI Money Coach, and Memory Capsule Postcards.
- **Value:** Reduces stress, strengthens trust, and promotes financial wellbeing while ensuring usability and emotional resonance.
- **Vision:** Moves beyond tracking → towards human-centred, AI-driven financial management with both social impact and commercial potential.

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Task 10.2HD Pitching 2.0 - ZenTra - Financial Tracking and Budgeting App

Link Video Submission: https://youtu.be/6yaBeD2_c74