

TEAM 35



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SAVING
MADE SIMPLE.



Agenda:

- Why MobileSave?
- Our Idea: MobileSave
- Background information
- Design & APP
- Value propositions - BMC.

Do you find it hard to develop your savings, and find yourself buying expensive items you wish for on credit instead of saving for them?

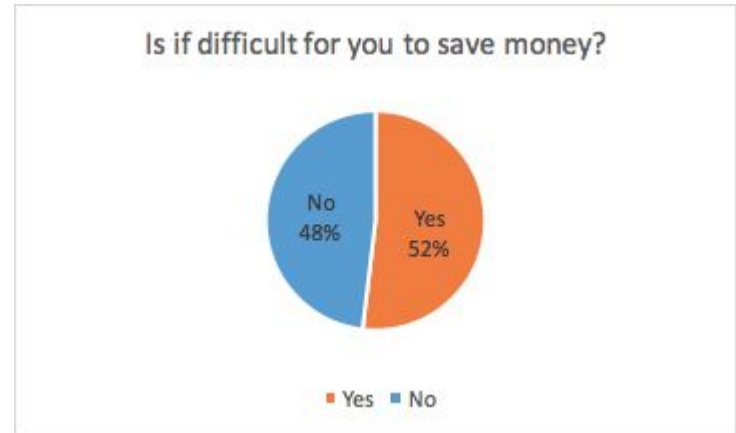
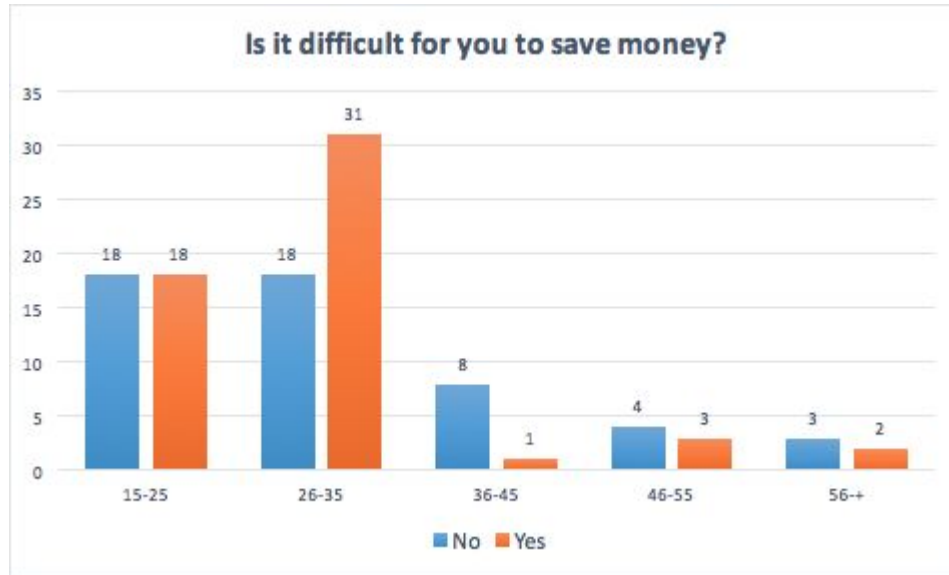
- Making it easy to save up for what you want
- Saving Goals: MobileSave will help you save up

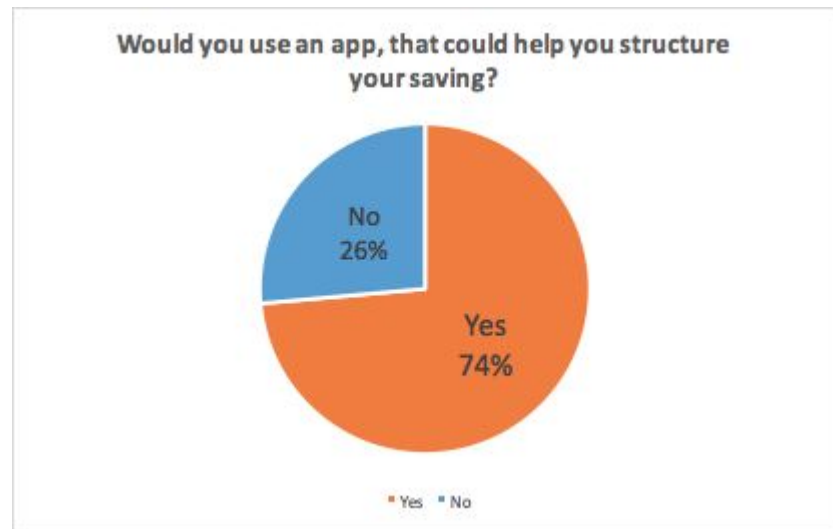
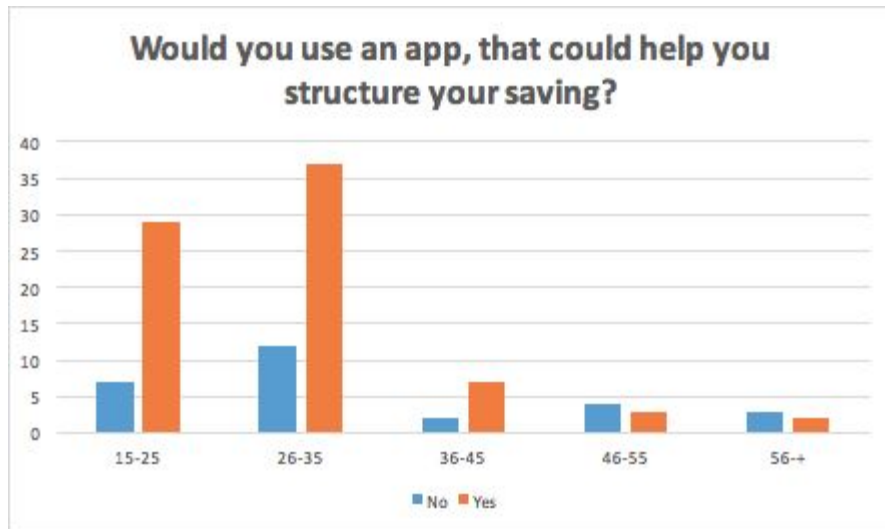


Make several saving Goals in one saving account.

- Making your payment history more personalized
- Easy, transparent and personal banking.





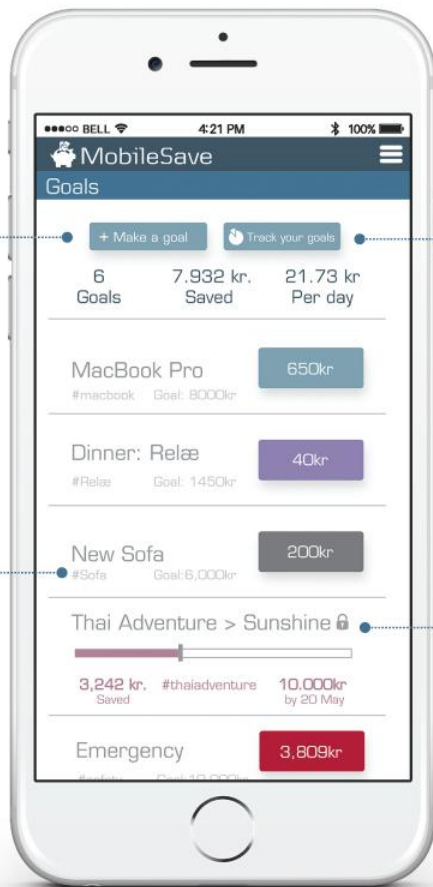


+ Goals

We know a goal with out a plan is just a wish, we at Danske Bank want to help you make your goals come true. You can save up for a mom's birthday, a new sofa, or that trip you have been longing for all winter. With one click you can start your next Goal.

#Hashtag & Personalization

Everyone's spending tells a story, we want to make it easy for the user to track their spending and tell their story. Creating Hashtags allows the user to track similar spending and see both monthly and yearly spending reports. Adding labels and colors helps our user to quickly navigate through their Goals



Track your Goals

Many of us are 'visually wired' and we want to help each user get a broader perspective of their goals, with charts and images designed to help you be able to get a better understanding where you are and how far you have to go.

Lock your Goals

Saving can be hard, and some goals are worth more than others. With our lock feature we allow the user to set up safety nets, so you don't cheat on your savings. Allowing the user to have Open Savings, Moderate Saving and Locked Savings.

Add a photo

Add a photo to keep you on track for your goal, and maybe a second photo after you have achieved your goals. By customizing your MobileShare allows you to stay focus and remember where all your savings have gone too.

Progress Reports

Get weekly/monthly updates that allow you to see if you are on track with your savings. Find out if your on track or falling behind. Set alerts, and keep yourself motivated.

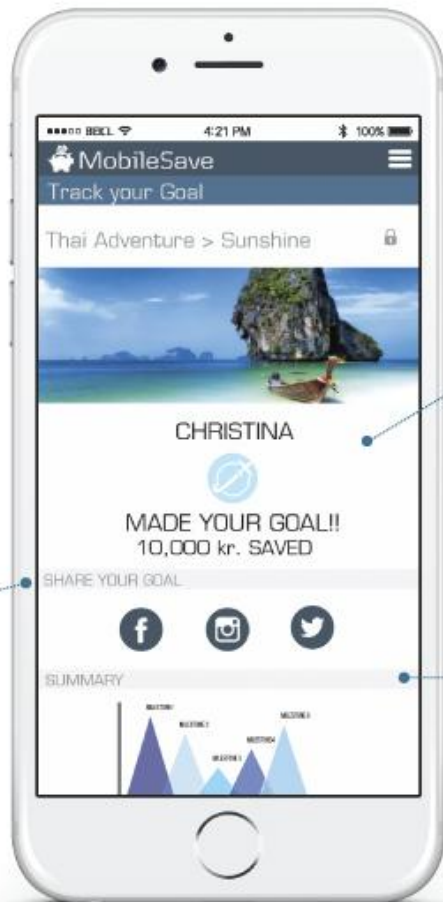


Edit your goals

With the edit your goal, feature it allows you to set more milestones, as well as increase your saving and decrease what you can that month.

Goal Schedule

We have a built in schedule which allows you to set more milestones, and schedule when you need money to be released for different needs, such as buying your plane tickets or getting your vaccinations, because some goals have multiple purchases.



Message & Icons

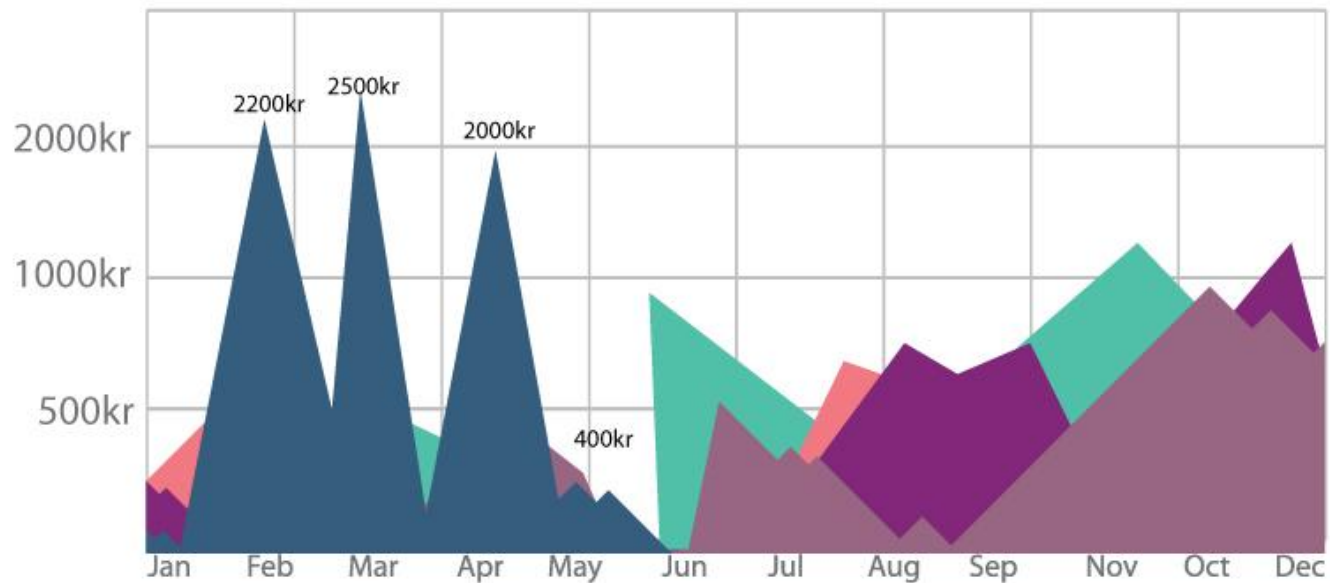
Customize your "You did it" message with icons and a personal message you can share on your social media platform.

Share & Social Media

Many of us love to share our lives, we celebrate when we made our running goals, or had a great evening out in town. Why not share with the world that you met your goal and your off to Thailand next week

Summary & Chart

Summaries help us to understand our purchases and allows us to get a better understanding of where our money is going. By making clear charts with year totals, the user will be able to see where they can save their money and which Goal can be met faster.

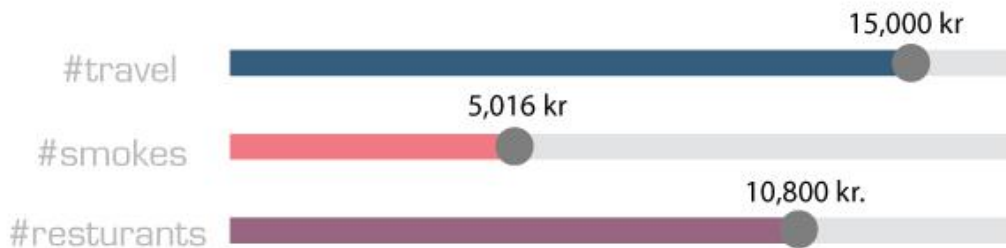


#thailand #Sofa #Relæ #Mac #Emergency



COMMENTS

"Time to Quit Smoking!"



<p>FREE</p>	<p>BASIC ?Kr.</p>	<p>START UP ?Kr.</p>
<p>1 User</p>	<p>2 User</p>	<p>10 User</p>
<p>6 Goals</p>	<p>Unlimited</p>	<p>100 Gb</p>
<p>Email suport</p>	<p>Email suport</p>	<p>Email suport</p>
<p>free Upgrades</p>	<p>24/7 Tech</p>	<p>24/7 Tech</p>
<p>free Upgrades</p>	<p>free Upgrades</p>	<p>free Upgrades</p>
<p>START NOW</p>	<p>START NOW</p>	<p>START NOW</p>

Company Profiles

When you're the only one in the office we want to make it super simple to manage your business savings and make clear goals for your company. Make a hashtag, follow your project planning and track your goals

Track your Goals

When you're the only one in the office we want to make it super simple to manage your business savings and make clear goals for your company. Make a hashtag, follow your project planning and track your goals



SCHEDULE

When you're the only one in the office we want to make it super simple to manage your business savings and make clear goals for your company. Make a hashtag, follow your project planning and track your goals

<p>Key Partners. Stock owners. Government. Business Customer. Stakeholders</p>	<p>Key activities. MobileBank. MobilePay. (MobileSave).</p>	<p>Value Propositions. Easier and faster way to saving and managing your accounts. More interactive. Easier accessibility. Guiding. Free.</p>	<p>Customer relationships Personal assistance. Customer service.</p>	<p>Customer segments. B-2-C B-2-B (Start-ups & small businesses) Smartphone-owner</p>
<p>Key resources. MobileLife (IT) IT-Platforms.</p>	<p>Channels. App Website</p>			
<p>Cost structure/ Omkostninger. Application development Maintenance of application Security</p>		<p>Revenue Streams/Indtægtskilder. Easier to create loans for customer's. Long term attract more customers. Keep customers (Advertising - offers)</p>		

With MobileSave Danske Bank would be first movers on making your savings and payment history, personal and easy to managed for a user in the 21st century.