

HAL's Back Story

PROLOGUE

Money Is Central to People's Lives

Managing Finances Increases Net Worth

An App that Manages Personal Finances Improves People's Lives

HISTORY

Financial Applications Have Been Around for Over 25 Years

There Is Quicken and there Are All Other Financial Apps

For Many Years, Microsoft Money Was Quicken's Main Competitor

While Quicken and Money Controlled Over 90 Percent of the Market, Money Was a Distant Second

Several Years Ago, Microsoft Pulled the Plug on Money Because of its Inability to Gain Market Share

Even with Losing its Primary Competitor, Quicken Sales Have Flat-Lined Over the Past Decade

Although Quicken Sales Have Been Static, New Financial Applications Have Not Become a Threat to Quicken

The Reasons Are Twofold:

First – Apps Have Not Solved How to Effectively Manage Personal Finances

Second – Apps Have Not Solved the Engagement Issue

None of the New Apps Have Developed a Better Methodology in Managing Personal Finances

No App Will Be Disruptive Unless the Engagement Issue Is Solved

PRESENT DAY

HAL Will Be Disruptive for Two Reasons

Architectural Structure

All Current Apps Use a Bottom-Up Methodology to Manage Personal Finances – the Focus Is on How Money Is Spent rather than How Much Is Saved

HAL's Top-Down Methodology Provides a Superior User Experience in Managing Personal Finances – the Focus Is Increasing Net Worth

Usage

No App – Including HAL – Will Change Financial Management Behavior Unless It's an Integral Part of a Person's Daily Life

HAL's Transactional Capabilities Makes it Sticky

POTENTIAL

The Financial App that Uses a Top-Down Methodology in Managing Personal Finances and Solves the Engagement Issue by Incorporating Transactional Capabilities Will Own the Personal Financial Management Space

Existing Financial App Users Can Be Captured

The Market Size for Personal Financial Apps Can Be Expanded

EPILOGUE

HAL Assimilates the Psychological Aspects of People and Money

HAL Focuses on Increasing Net Worth rather than Staying on a Budget

HAL Enables Financial Empowerment for those Who Are Not Part of the One Percent