

# CÁPITA

Smart investing made easy





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# CÁPITA

This app is an AI-powered financial assistant that helps people:

- Make investment decisions in their everyday lives.
- Prepare financially for projects such as getting married, buying a house, investing in a vehicle, or stocks.
- The application will provide users with accurate and personalized information based on their investment needs and preferences.



# CÁPITA

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**Financial organization:** Easily track and categorize all of your expenses and income in one place.

**Personalized insights:** Personalized financial insights and recommendations based on your spending habits and financial goals.

**Investment advice:** Make informed investment decisions by providing expert advice and recommendations tailored to your investment profile.

**Easy budgeting:** Budgeting, simple and effortless by providing a clear overview of your spending and helping you set achievable financial goals.

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# – Impact



## Improvement of Financial Health:

A financial assistance application can provide tools and resources to help people:

- Better manage their finances.
- Personalized budgets
- Expense tracking
- Payment alerts
- Reminders of bill due dates.
- Overall improving their financial health.



# – Impact

Reduction of Financial Stress:

A financial assistance application can help reduce this stress by providing clear and helpful information about a person's finances by:

- Feeling more in control of their finances
- Making informed decisions.



# – Impact

## Time Savings:

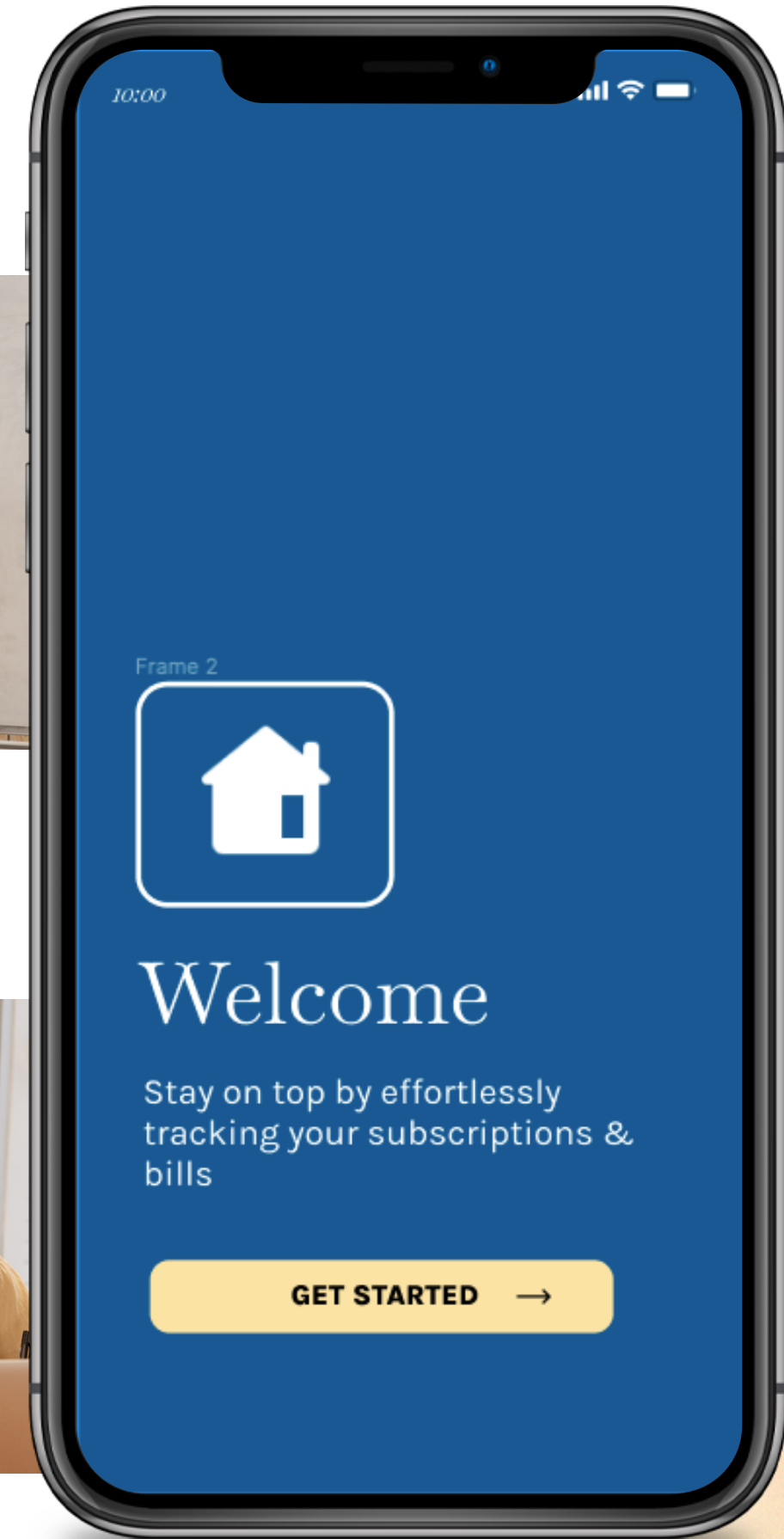
Financial management can be a tedious and time-consuming task.

A financial assistance application can help:

- Reduce the time managing their finances
- Automating tasks, such as tracking expenses and creating budgets.

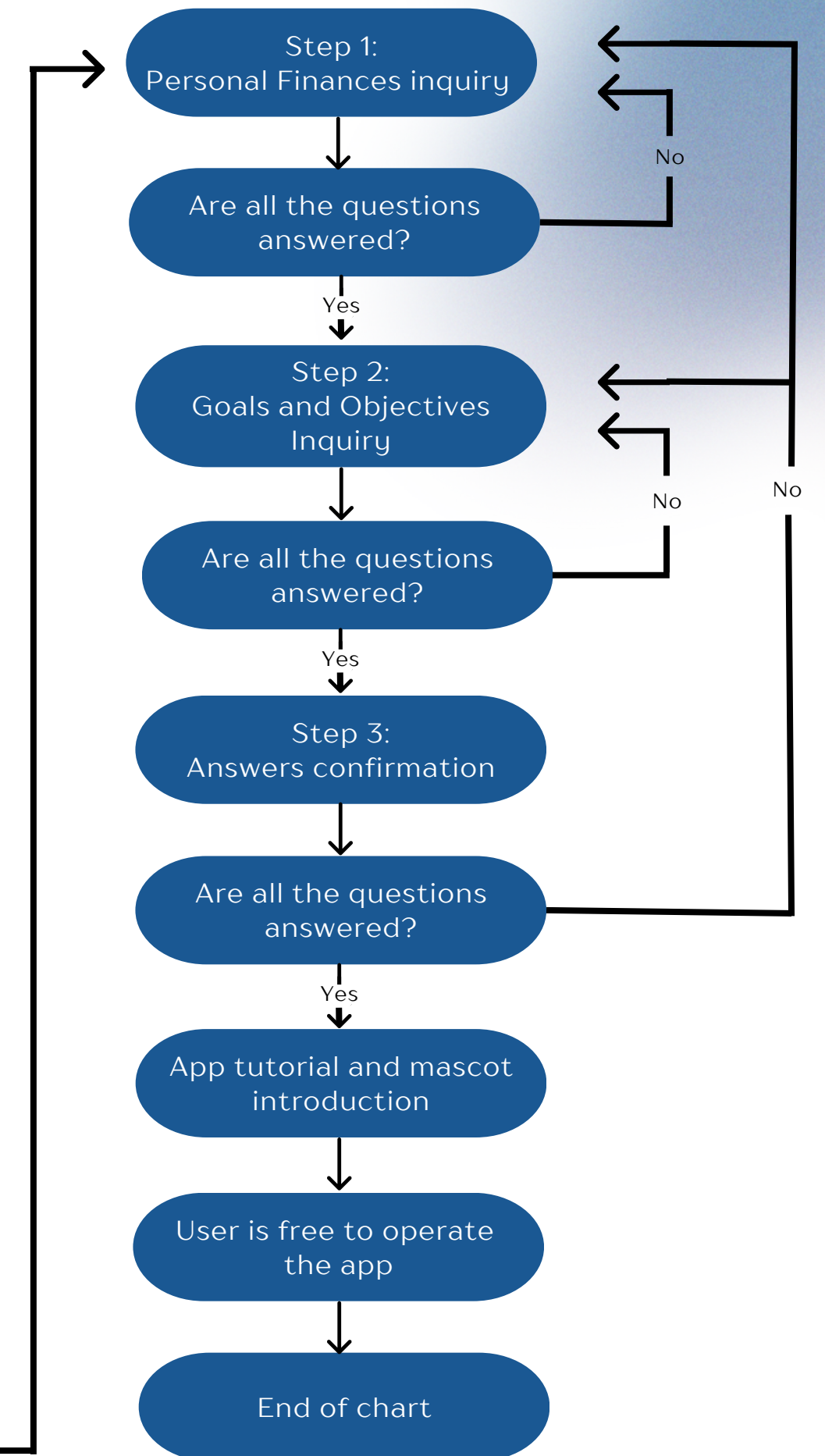
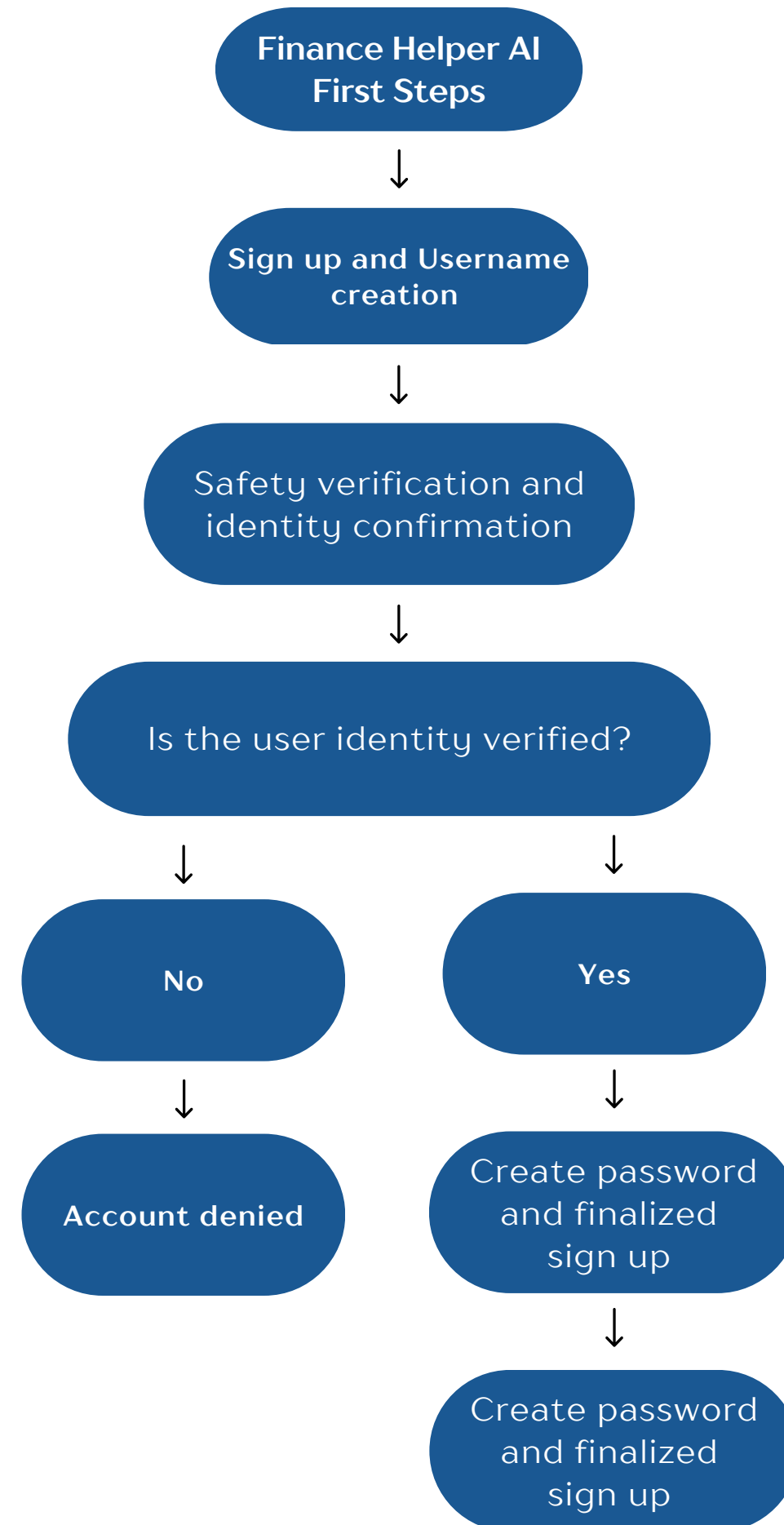
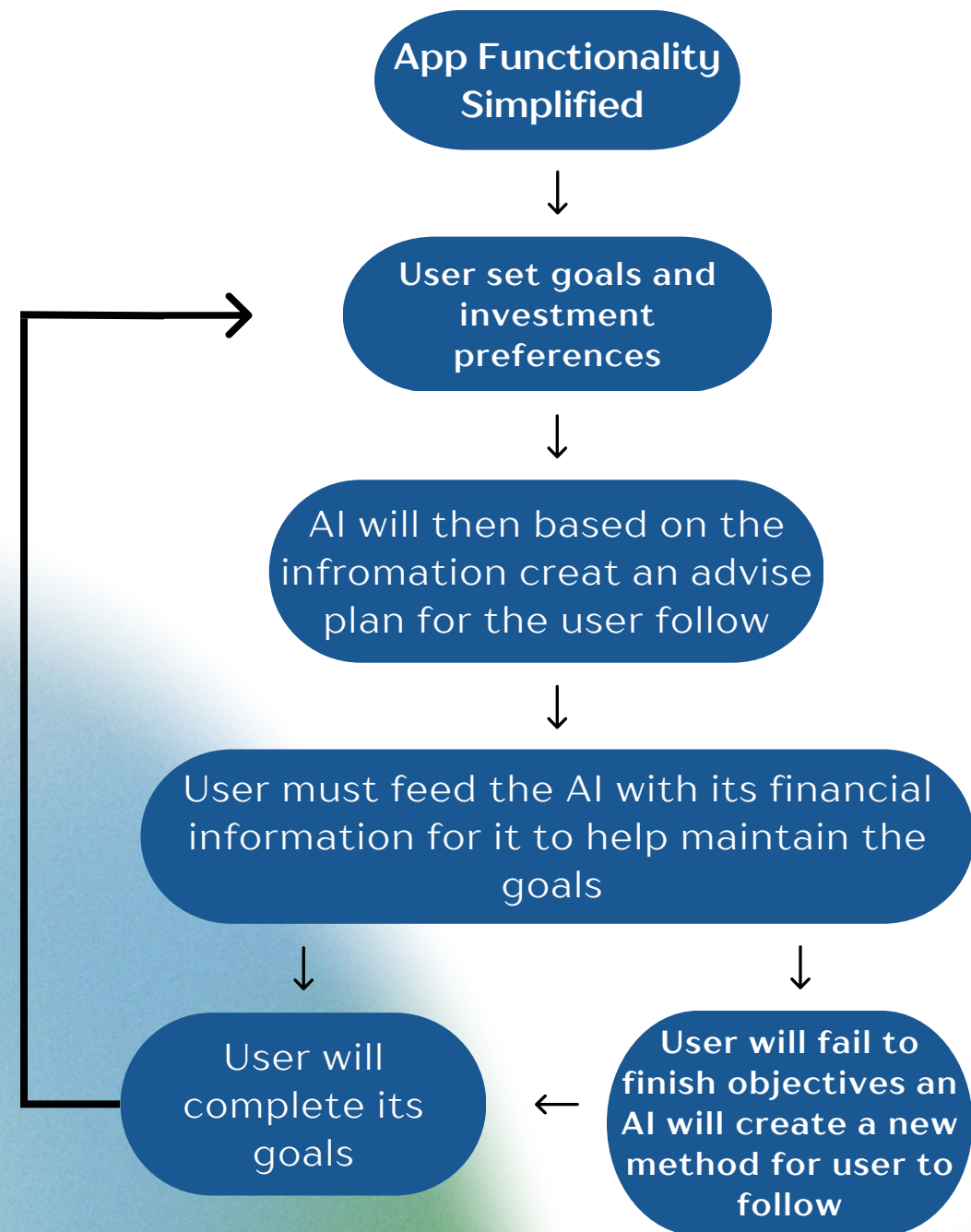
## Promotion of Financial Education:

A financial assistance application can be a valuable tool for promoting financial education. The application can help people learn more about how to better manage their money.





# How It Works



# — Tools

ChatGPT



Python



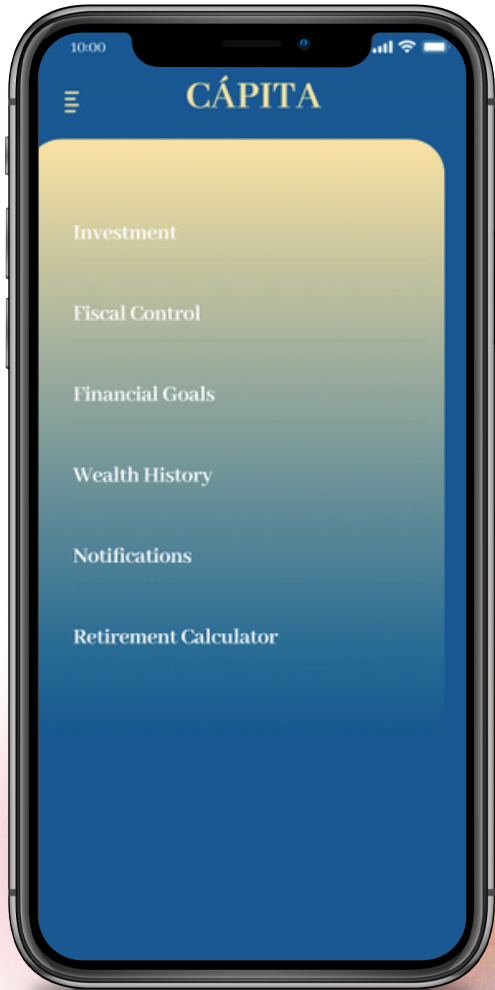
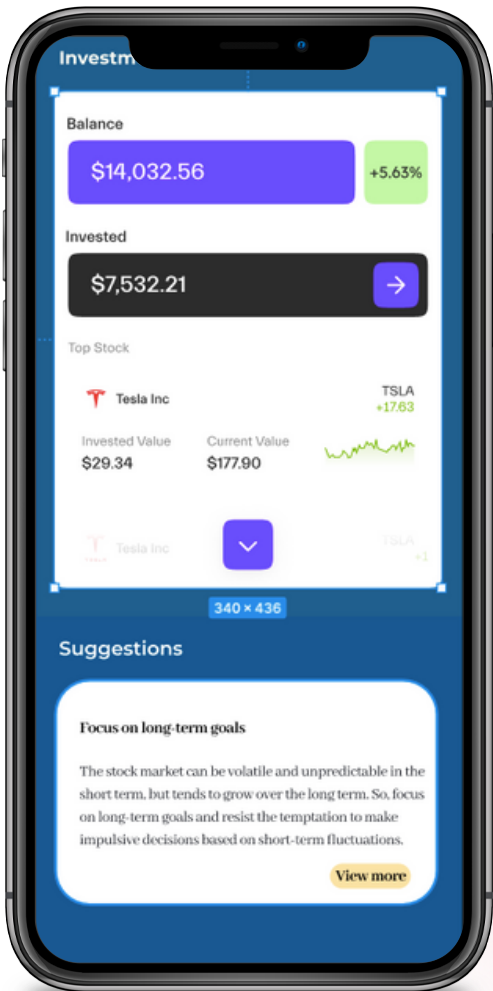
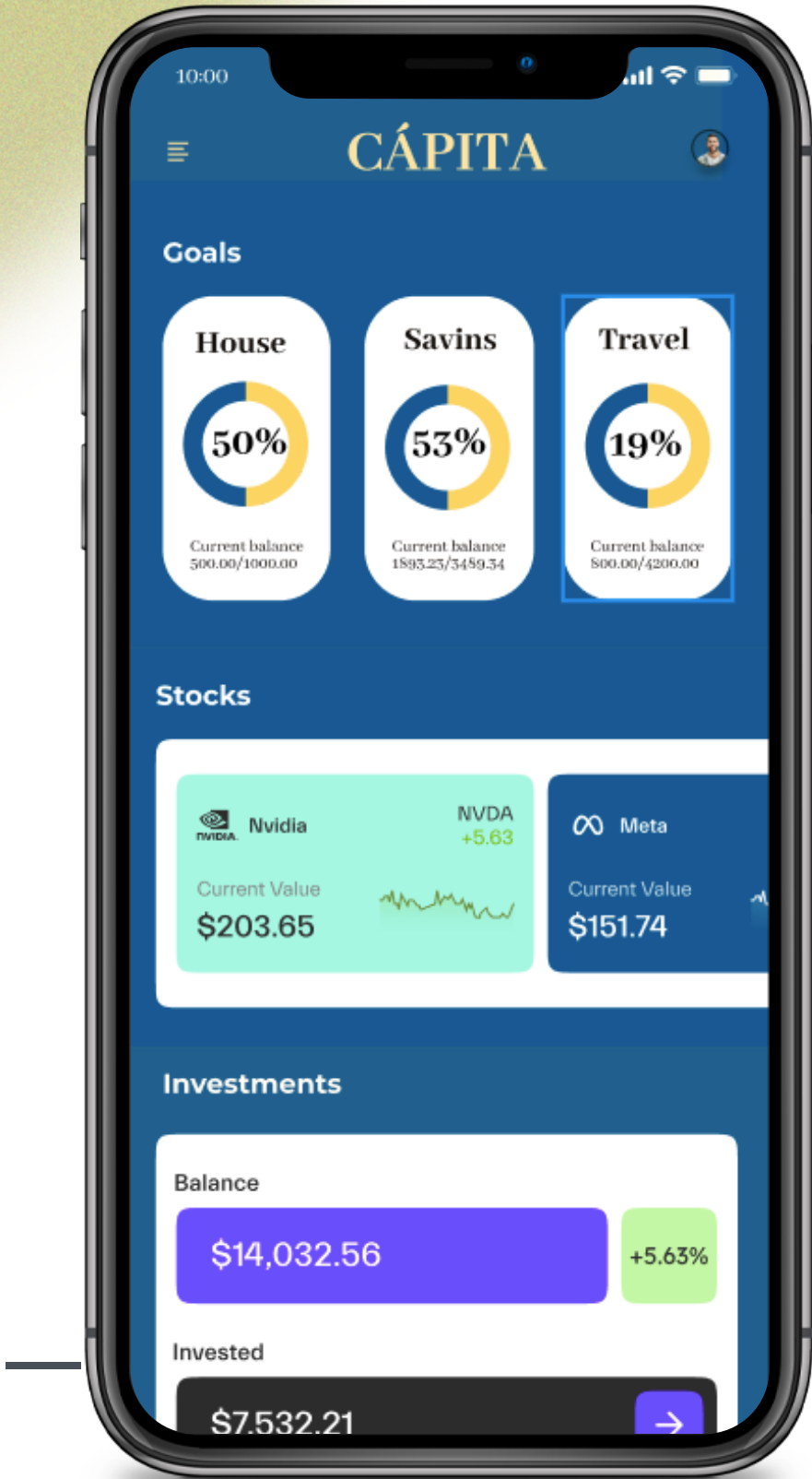
Svelte



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# UX Design



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# Target



Anny hughman  
Age, 23

Anny is a **young adult** who has just started her professional career and is looking to **build a solid foundation for her financial future**. She is a very organized and responsible person who is concerned about her finances and values **financial control and stability**, which is why she is interested in **learning more about personal finance** and seeking information on **how to invest her money wisely**.

David Ackerman  
Age, 52

David is a **middle-aged** adult who is concerned about his **financial stability**. As a **father of two children and a husband**, he understands the importance of **maintaining a solid budget** and ensuring that his **expenses are under control**. Since he has a mortgage to pay, David is interested in finding ways to save money on other aspects of his daily life, such as food and utility bills, so that he can **allocate more money towards his goals**.





# Out Team



Erick  
Castillo



Pedro  
Germán



Christopher  
Román



Juan  
Chiriboga



Gaby  
Giráldez