



Sprint Saver

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Saving money is so hard! Half of the UK population are financially vulnerable with one in six people unable to cope with a £50 increase in monthly bills, according to a survey of Britain's finances by the City regulator (theguardian,2017). It found that 16 million Britons – 40 % of the working-age population – have less than £100 in savings available to them in instant access accounts. More than half (58 %) of the 30 million people that use credit cards are unable to pay their balance each month. The ability for people to save money has diminished in recent years. (BBC,2016). Recent research has found the average millennial, those born between 1982 and 2004, can only manage to save around £103 a month. At the same time traditional banking and savings options are not delivering innovative services to encourage savings.

Our target market is a combination of iGen and millennial's, we are targeting people between 20 and 35 years old, who can only manage to save smaller amounts saving money.

Most of them have workplace pensions but are only able to contribute the minimum amount, which is often determined by employees. According to a study conducted by Experian in the UK, there is an estimated 8 million people from the age group face the challenge of

This app brings together innovative technology that can offer gaming, feedback and savings suggestions to encourage saving activity.

There are many reasons why getting in the habit of saving is challenging. From the scarcity of attention to Technology and influence of social media etc. From years old budgeting apps to the latest digital piggy banks that help to round up everyday purchases to the nearest pound and invest, there are many solutions in the market that millennials try to create the habit of saving money. Unfortunately, none of the apps offers an effective solution. Bringing together ideas from Behavioural Science and Gamification this app offers innovative incentives like the 99 day savings challenge and pledge savings, as well as in app games like Flip the Coin.

At Sprint Saver our mobile app solution helps people accomplish their savings goals.

<https://www.youtube.com/watch?v=kuK3ec3Gugo>

<https://www.sprintsaver.com/>

