$189 BILLION
In 2018, financially underserved customers in the US spent $189B in fees and interest payments.

Financially Underserved Customers Include:
- Subprime credit scores below 600: 33.3%
- Low to moderate income: 33.3%
- Unbanked or underbanked: 33.3%

Fees and Interest Payments Made Are Broken Down into 4 Categories:
- Short-term credit: 35.1%
- Long-term credit: 31.3%
- Single payment credit: 21.2%
- Payments, deposits & other: 12.4%

FINFOR is a personal finance bot
A mobile application for the underserved that provides life-long savings through awareness, prevention, and avoidance.
What FINFOR Does

FINFOR is safe, secure, and private machine learning model that compares the end user's personal finance circumstances and money management habits with historical industry data. FINFOR's algorithm will use data to help us provide users with personal and customized financial management recommendations.

How FINFOR Works

- Download the FINFOR app
  - iOS
  - Android
- Create personal profile including name, phone number, email, address, age, gender
- Create financial profile including income, credit score, bank and credit union accounts, and personal and institutional loan information
- After aggregating this basic personal and financial information, FINFOR's Awareness Module will build a solid visual profile that will alert users for potential vulnerabilities and risks and provide insights and awareness.
- The app will then prompt the user to provide a more detailed financial profile so that FINFOR's Prevention Module can help users curb certain pitfalls for which they are likely to be vulnerable given profile information.
- The app knows that in the future the users will need more information as they grow, learn and use more financial products and services so FINFOR's Avoidance Module will help users with avoidance of defaults, interest payments, low credit ratings, and fees. Additionally by continuing to provide financial statements and updates regarding the user's financial circumstances and money management habits, the app will continue to provide recommendations on how to avoid financial pitfalls.

With safety, security, and privacy at the crux, FINFOR will provide users with continuous and real time alerts, optimization, and opportunities to be financially forward for life.