

## Description & Purpose

Myne is a Ruby on Rails application that allows users to visualize their personal finances and receive tailored advice.

Everyone should have access to an intelligent financial advisor tailored to their specific needs. More than a majority of millennials do not seek financial advice from professionals. Due to the lack of guidance, millennials will learn the consequences of their financial actions such as undertaking large amounts of loans, not investing for their retirement, and much more.

The end result of this project is a web application in which users can provide their financial banking data and basic demographic information to view a variety of data visualizations regarding their spending habits. Myne will prompt users to consider the reasons for specific trends in their data. Users can view their overall spending habits, net worth, and received tailored recommendations based on their financial status.

## Concept

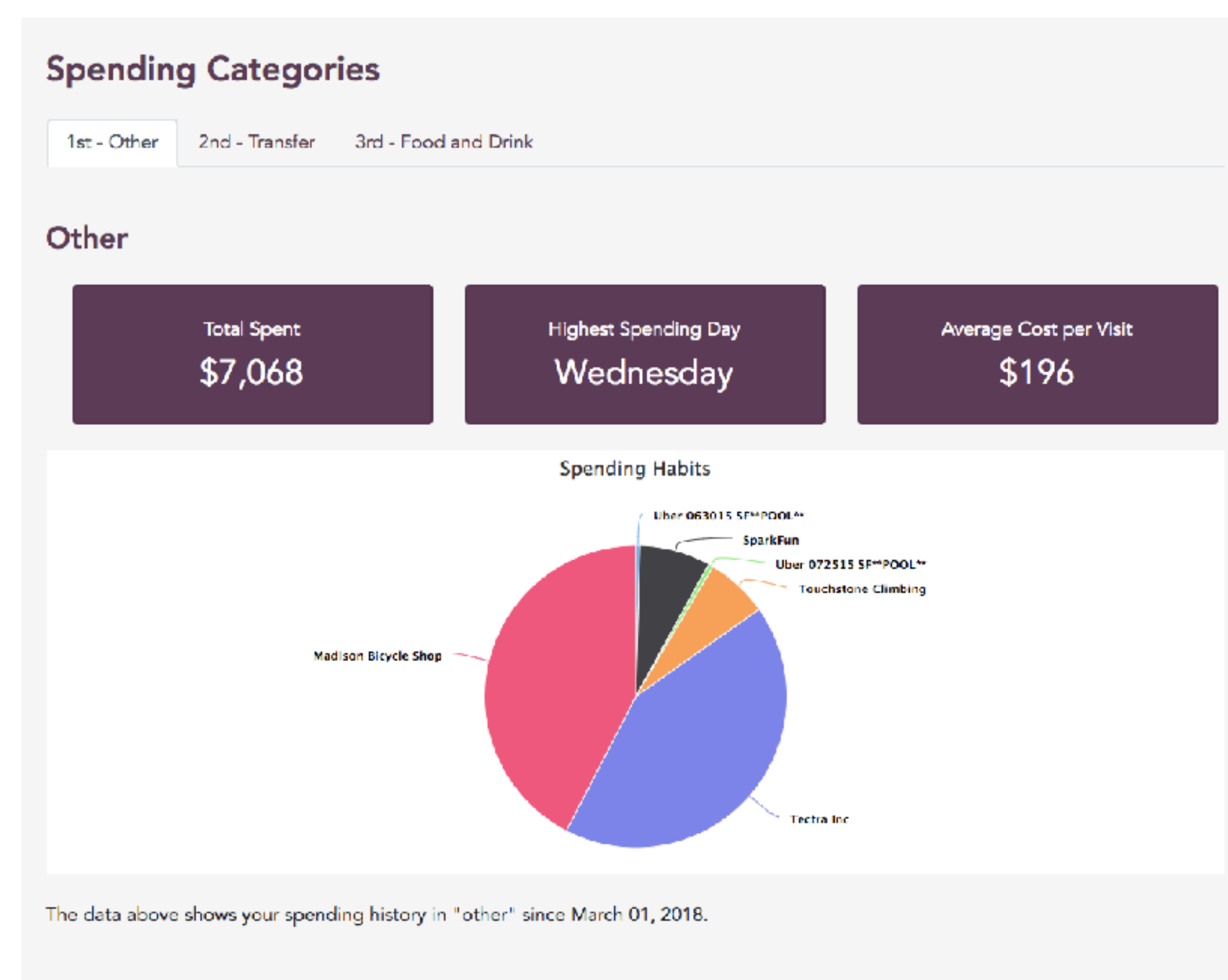
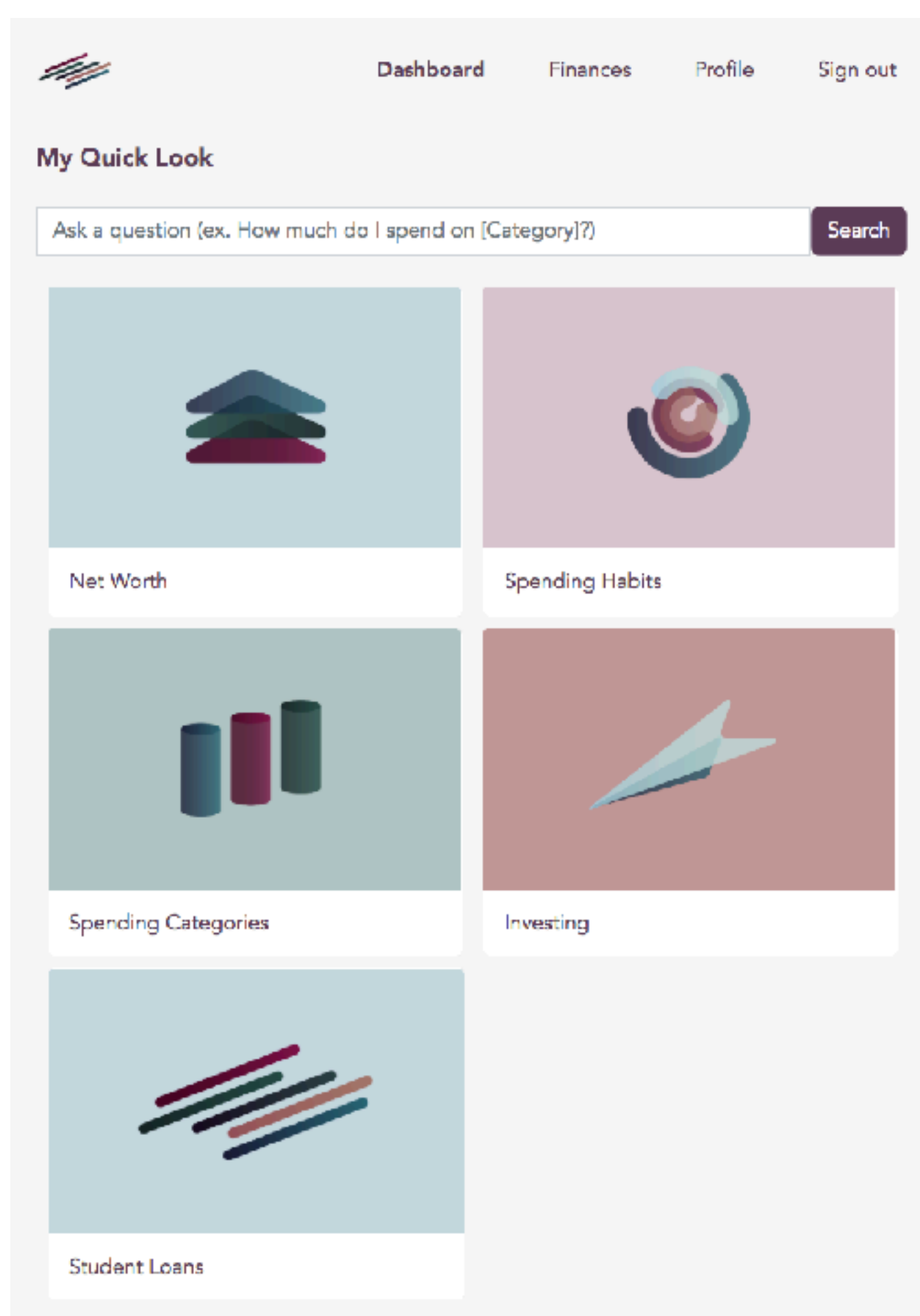
### Spending Habits

Values on the chart represent average values for each week day's total spending over the past two months.



It looks like you spend the most on Saturdays. What are you typically doing that day?

## Design



## Ethical & Intellectual Property Issues

Myne could generate revenue by recommending specific financial products that would help in achieving our users' goals. We would need to recommend financial products that are in the best interest of the users and not necessarily the products that would lead to the most revenue.

Myne collects personal data and uses it for analysis to visualize spending habits and provide tailored recommendations. This data would potentially be very valuable to other parties. However, our goal is not to sell data for advertising purposes, but instead to use this data to provide the user with helpful financial recommendations.

The algorithms that use financial data to create useful visualizations and personalized recommendations will be trade secrets. As a result, we are able to control the source code indefinitely and our competitors will not be able to replicate our unique product. Repercussions of these decisions include requiring confidential agreements, limited access to source code, and other measures to reduce the chance of our trade secrets being leaked.

Financial information is obtained using Plaid, a service that enables applications to connect with users' bank accounts. Myne does not receive, store, or view any bank account credentials. Instead, our application passes this data to Plaid. As a result, Myne is safely handling the bank account data that users trust us with.