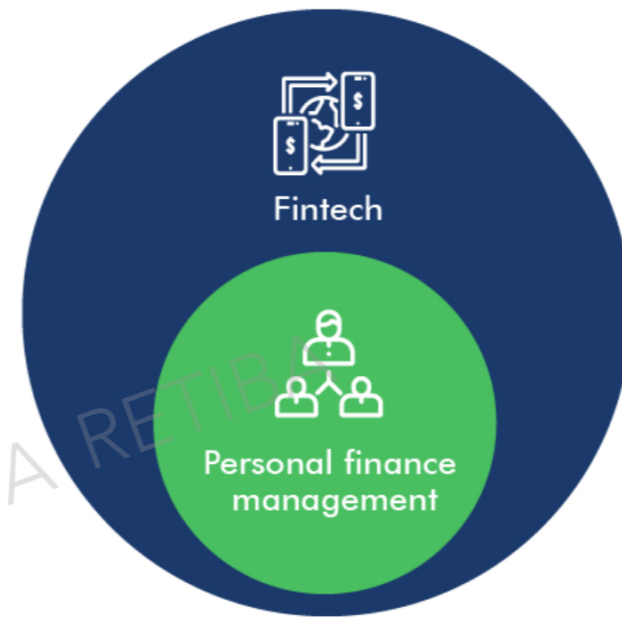


# Personal Finance Management(PFM)

The provided market map contains information on market size, market segmentations, market risks and market drivers, and will show the amount of investment made by investors in the startup, and the stage (round) in which the investment has been made.

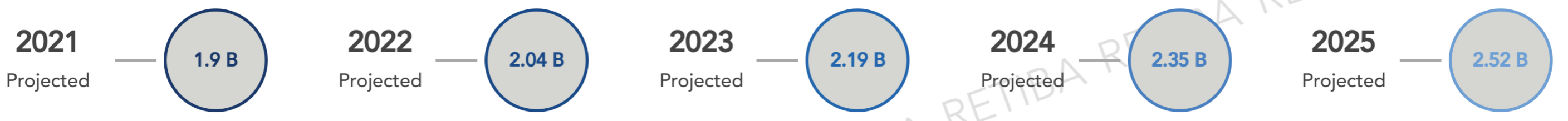
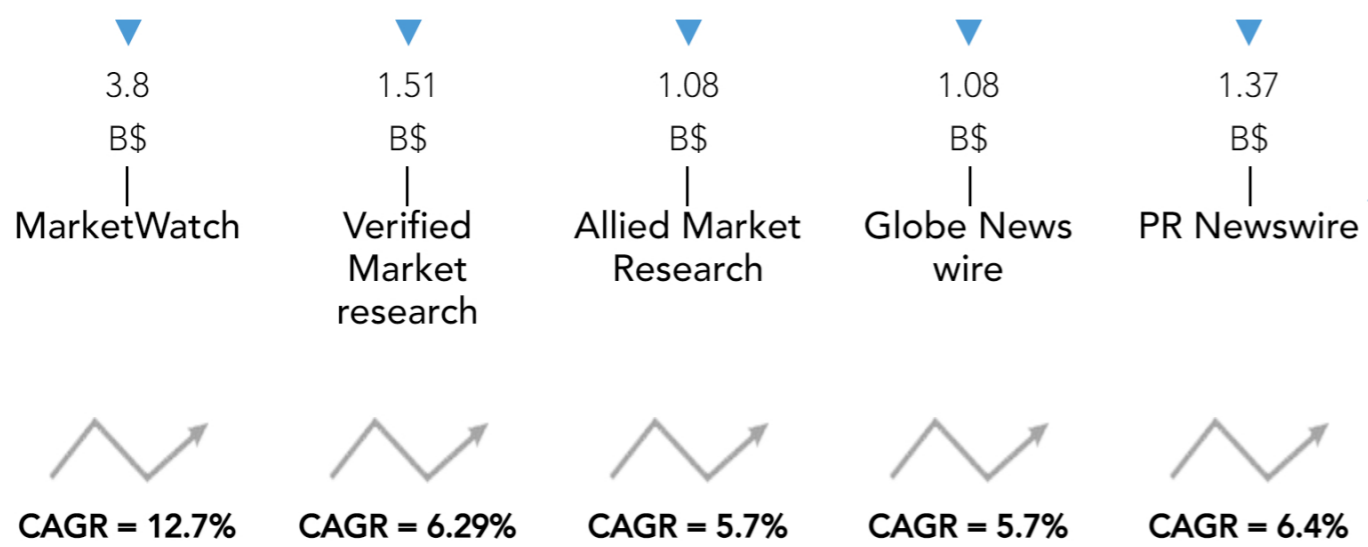
## Market/Industry Segment

This section will show how the entire market and potential customers (leads) are divided into different segments based on common features. This classification may be based on the target customer, geography, gender, and other characteristics.



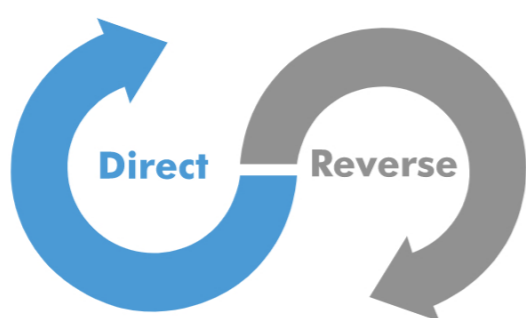
## MARKET SIZE

Market size is actually the total number of target customers or the value that target customers generate in exchange for a product or service in a given market.



## Market Drivers

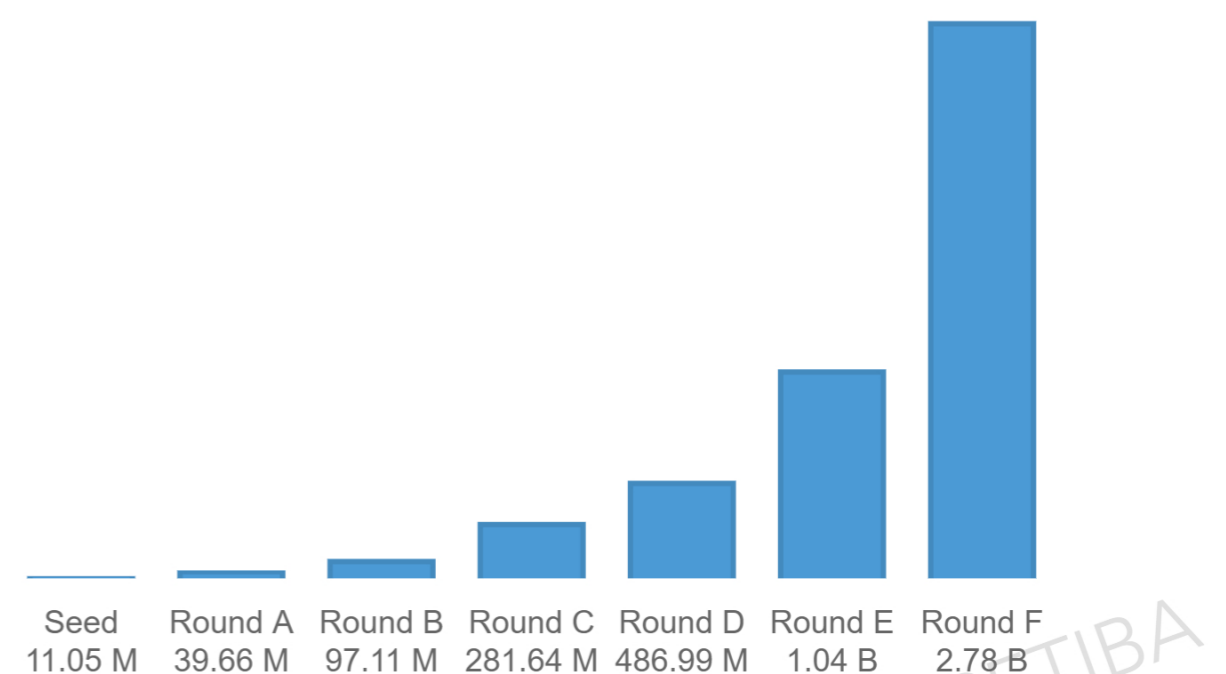
Market drivers are fundamental forces, and changes in each market driver will exert a direct or inverse effect on the market size. The following figure shows the direct and reverse drivers.



- Direct Drivers:**
  - The organizations focus on digitalization of financial services
  - Increase of the acceptance of using personal financial management software
- Reverse Drivers:**
  - Insecure platforms
  - Insecure network
  - Cyber attacks

## Market Valuation

The average value growth of similar businesses in the same target market is presented separately for different rounds of investment in this part.



## Market Risks

Market risk is the risk of changes in the size of the market value with which investors, business owners and customers encounter.

