



## Case Study

# Finch Money

**A new-age app for investors to manage and track their investments.**

### Industry

Finance and Banking

### Services Offered

Native iOS and Android app development

### Core Technologies Used

iOS: Swift, Xcode, Backend: Java, Database: MongoDB,  
Admin: HTML 5, CSS, Angular

### Country

USA

### Project Duration

2+ years and going on

# Day One's R&D Lab Leads the Way for Finch Money to a Whooping Valuation & Establishment in the US Market

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Mobile applications have impacted every aspect of human life and businesses. Irrespective of the kind of usage – be it personal or w.r.t any specific industrial domains there is an app out there for anything and everything. Adding to the longlist, the finance industry is not an exception either. Although financial transactions were earlier regulated by financial institutions, but, with the advent of Fintech as a service, we've seen seamless integrations happening in the financial sector too.

Fintech mobile apps are a game-changer in today's time. These have offered end-users the convenience to deal with their financial aspects while sitting in their living rooms. It's an exciting and evolving industry that everyone is talking about in recent days, and is rightfully disrupting the finance and banking industry across the world. ***Fintech mobile apps connect banks or financial institutions with the users to make digital payments, investments, budgeting easier than ever before.***

**Day One R&D Lab** has profound experience in designing and developing custom financial platforms for domestic and international clients. We take pride to showcase our contribution to multiple clients in the areas of ideation, conceptualization, design, and development of end-to-end projects. This case study will give you a walkthrough of our engagements to design and develop financial platforms.

**Finch Money** is a new-age mobile application for stock investors. It is one of the leading platforms in the finance and investment sector in the USA. Finch Money is designed to help millions of Americans unlock the benefits of investing, develop healthy financial habits, and take steps towards financial freedom. It's all-in-one checking and investing account lets investors earn returns directly on their checking balance while providing instant access to their money.

## The Beginning

# Solving it for Finch: Development & Execution

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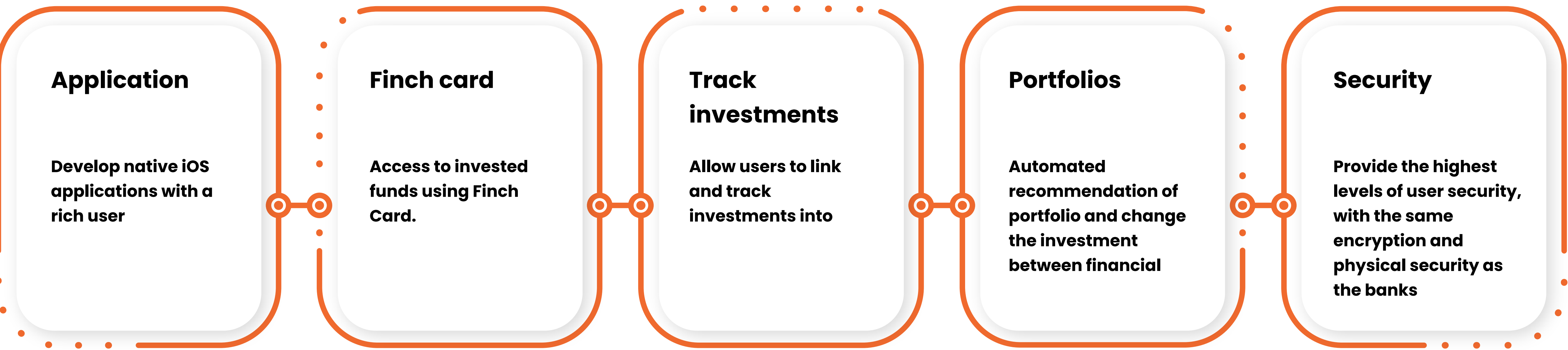
Finch Money already has a web platform that allows a user to create a Finch account. Finch puts user's money to work by automatically investing the entire balance into a diversified portfolio of ETFs, so that the balance is always working for their clients. Finch account holders can also carry out stock exchanges for equity, commodities, and currencies.

In order to increase user base as well as enable users to trade on the go, Finch Money identified a need for an easy and fully integrated native mobile application that could complement the existing web application.



Finch Money was looking for a technology partner who could demonstrate market knowledge of Fintech and lead them through the development process. Finch Money chose Day One Technologies, as we brought on the table our years of experience in the Fintech industry, hands-on knowledge of finance and trading operations as well as expertise in developing breakthrough Fintech applications.

On the development front, the requirement was to:



**Our Strategy**

# Connecting the Dots: Developing a Modern App for Stock Investors

Day One’s R&D Lab initiated the project with a product design workshop with the client. We aimed to analyze the workflow of the app and understand the needs and possible barriers together with the client. Based on Finch Money’s draft wireframes and overall ideas on separate screens, our expert developers managed to enhance the vision of the app’s functionality. We started to elaborate on the UX/UI design. The user experience was one of the project’s cornerstones and we focused on developing an intuitive user experience, as well as lucid visualization for easy comparisons of complex trading data in the mobile app.

It was a challenging opportunity for our team to build such a dynamic application. Not that it required deep knowledge of the trading ecosystem and the security of user data, but also meeting legal compliance was a mammoth task.





# Day One R&D Lab as a Technology Partner

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Our expert R&D Lab worked tirelessly to raise our game and enter the competitive arena, but the benefit has never been solely ours. Our success stories are made up entirely of our client's success stories, which we greatly value. Day One as a technology partner for Finch Money offered end-to-end solutions for this project. From ideation and conceptualization, mind maps, wireframes, analysis, UI designs, DB design, development, testing, integration, hosting, and launch.

## Finch Money Secures \$1.8M Seed Funding & Gains \$20M Valuation

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In 2020, Finch Money raised a total of \$1.8M in funding to launch the app, by leading investors in Fintech and Global Banking – **Mendoza Ventures, Barclays, Frontier Venture Capital, Techstars Investors, and Draper Frontier**. It is now estimated to have the valuation at \$20M and Day One Technologies feels proud for successfully building the Fintech app for the US-based market.

### Technology Stack

We used highly advanced, yet simple technologies to develop Finch Money. We made the mobile app more reliable and capable of increasing user engagement. The technology we used for the development of Finch Money includes:

Hosted in Amazon  
Web Services



iOS: Swift, Xcode



Backend: Java



Database: MongoDB



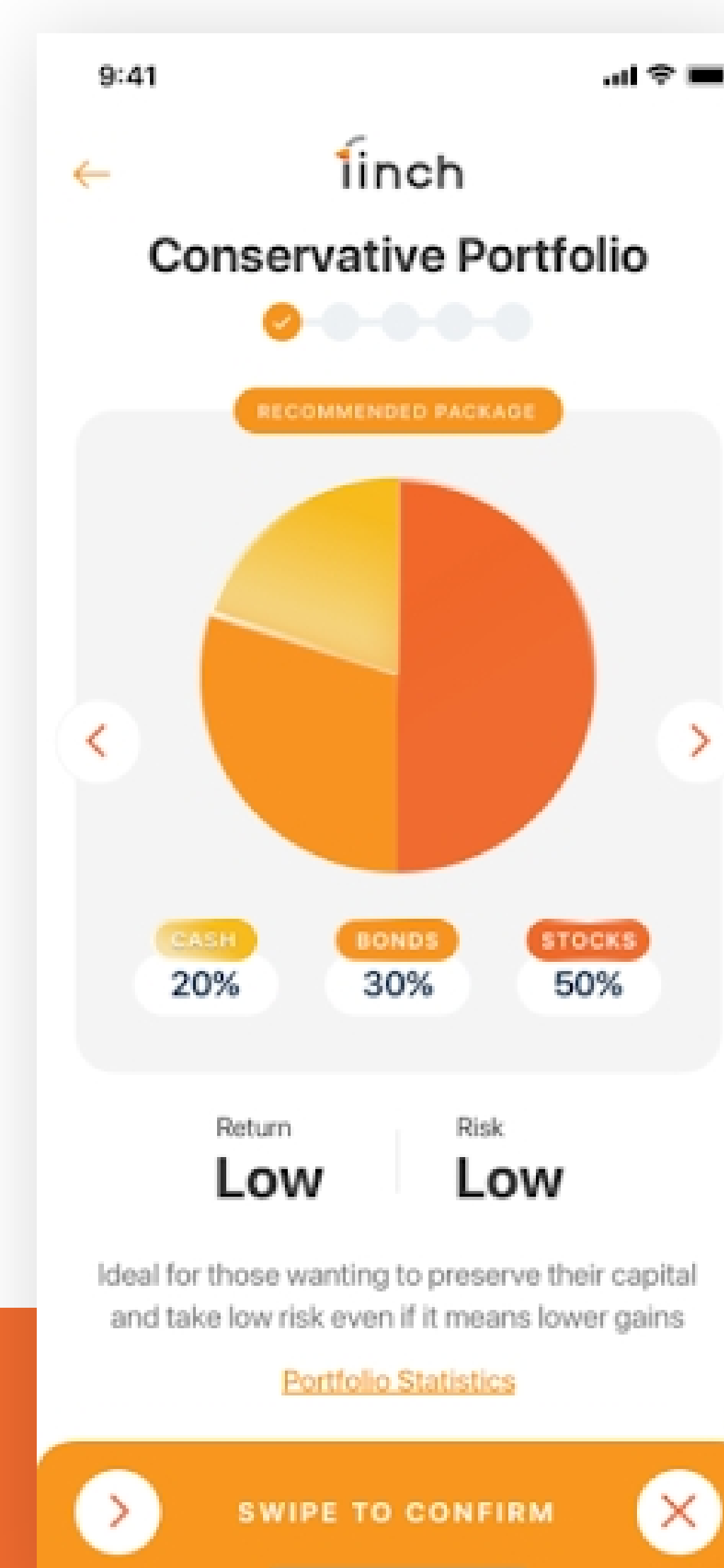
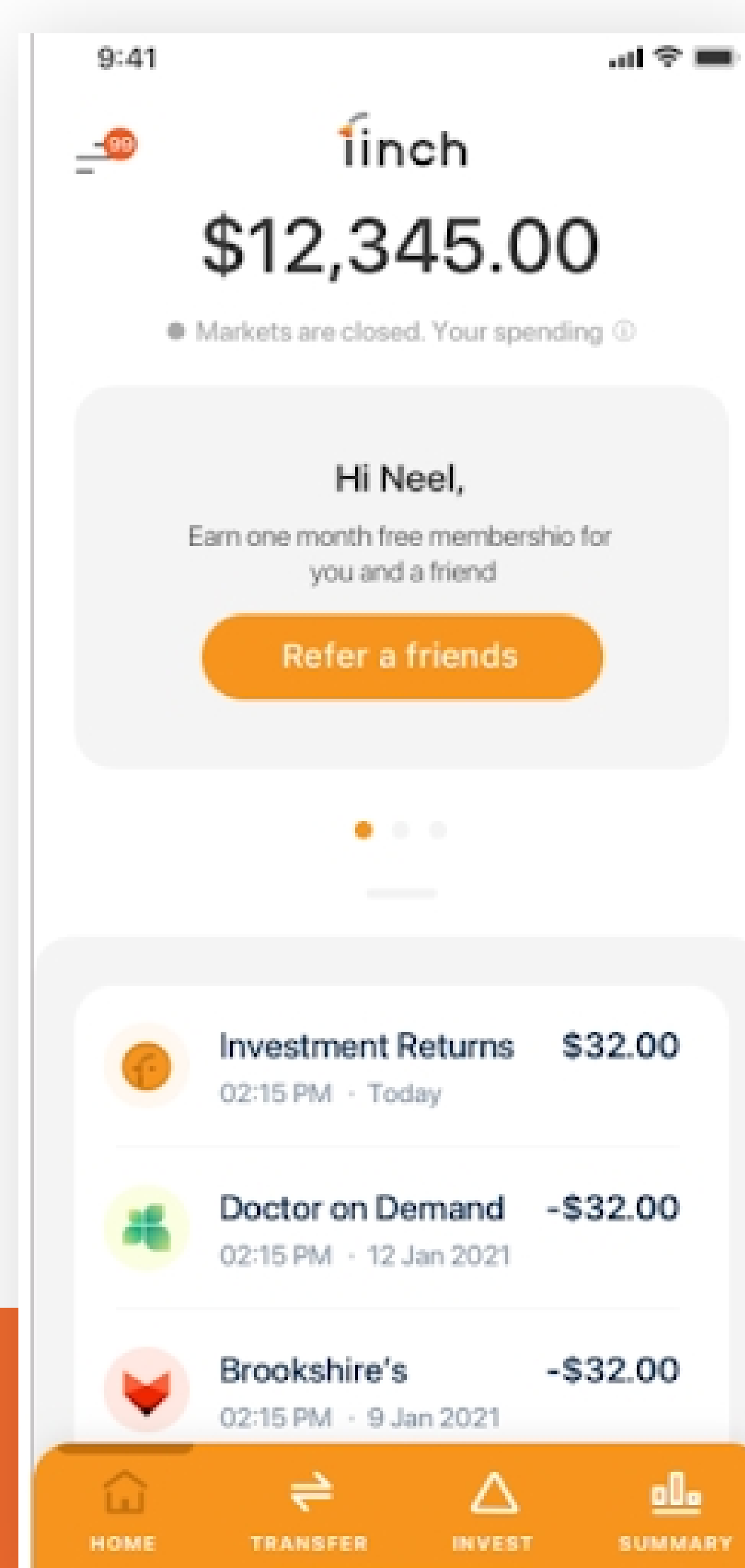
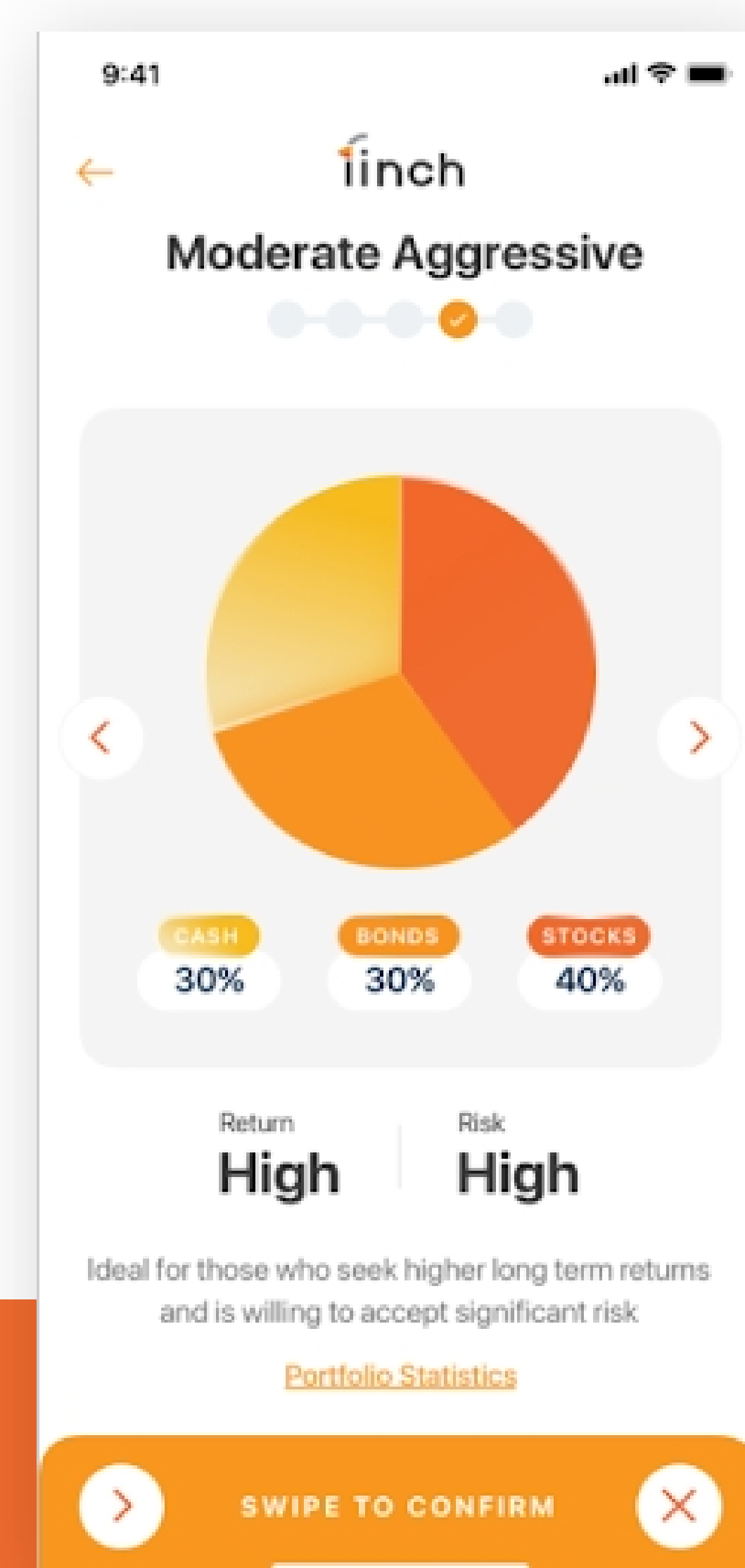
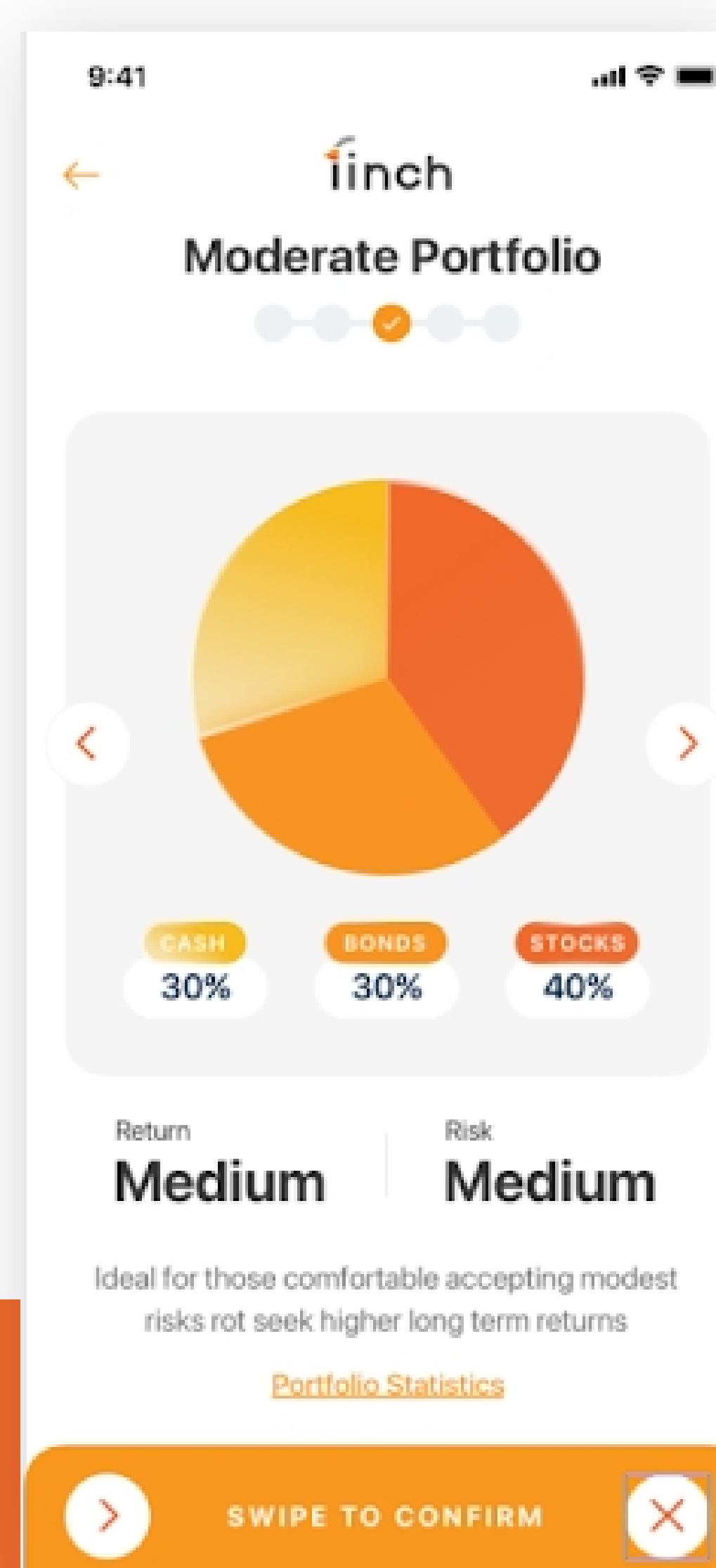
Admin: HTML 5, CSS,  
Angular



# Core Features and Functionalities

The Finch Money aimed to provide an interactive but easy-to-use mobile app for both beginners and experienced stock investors to manage and track their investments. The main requirement was to craft a platform affordable to everyone in a more advanced and appealing manner rather than a black and white spreadsheet. Finch Money mobile app was geared to include the following features:

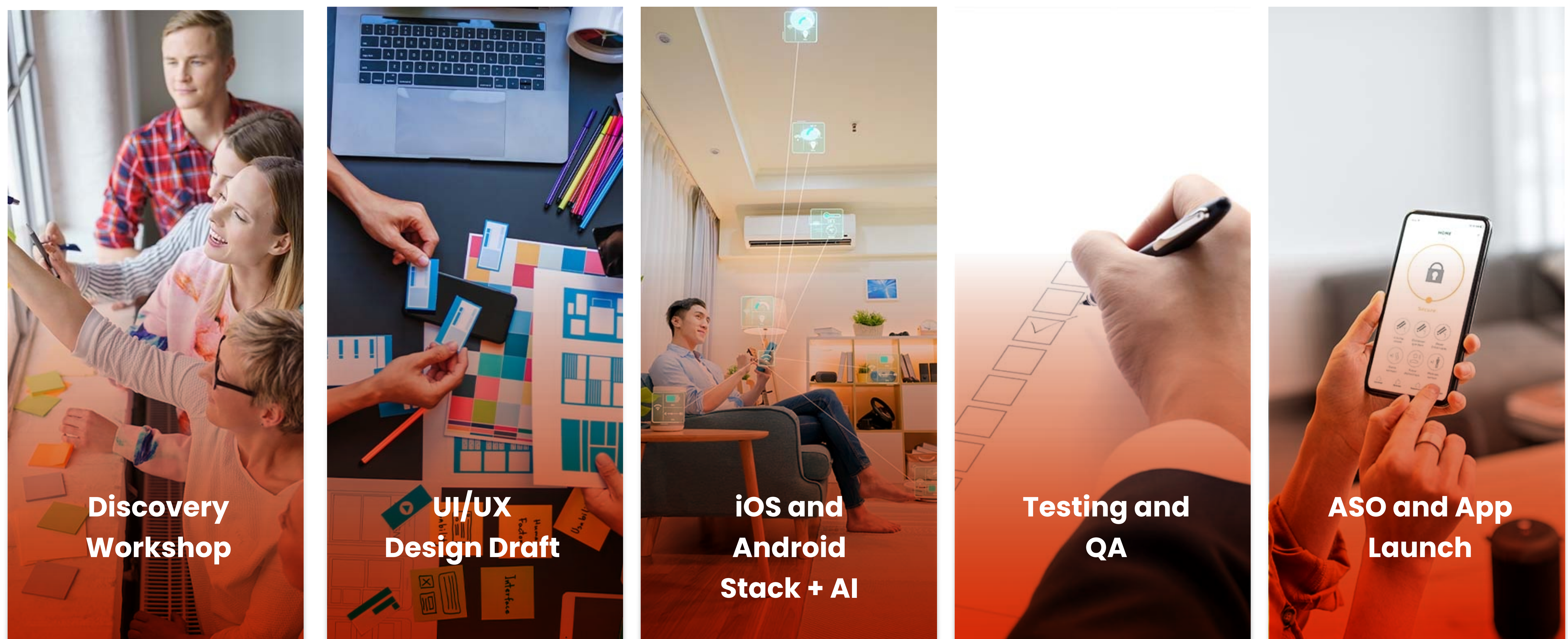
- Tracking performance of stocks
- Setting goals of short-term and long-term portfolio
- Interactive diversification charts
- Easy management of stocks
- Ability to change the way the stocks are listed
- Data on returns and percentage weight





## The Final Experience

Day One's R&D Lab has successfully developed and delivered the mobile app which is being used by thousands of stock investors. We designed the mobile app for iOS and Android devices, for investment tracking and management both for beginners and professional stock investors. Our biggest challenge was to craft UX/UI design where investors can monitor the overall portfolio performance via interactive charts.



## The Journey So Far and the Road Ahead

*Our journey with Finch Money is just getting started!*

Finch Money's mobile application development project has been an ongoing adventure. It's been 2 years and Day One is still their technology partner for future updates, app maintenance, support, and more. Day One has been designing and developing custom mobile applications for iOS and Android platforms. Our mobile app developers have the expertise to create mobile applications using AI and ML technologies. With sheer customer satisfaction in mind, we are profoundly dedicated to developing highly intriguing AI-driven apps that strictly meet the business requirements and cater to a wide spectrum of projects.

View the finished site: <https://finchmoney.com/>