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enjoy

Defero

MOBILE APPLICATION

financial **reporting**
service

massmediagroup.pro

2019



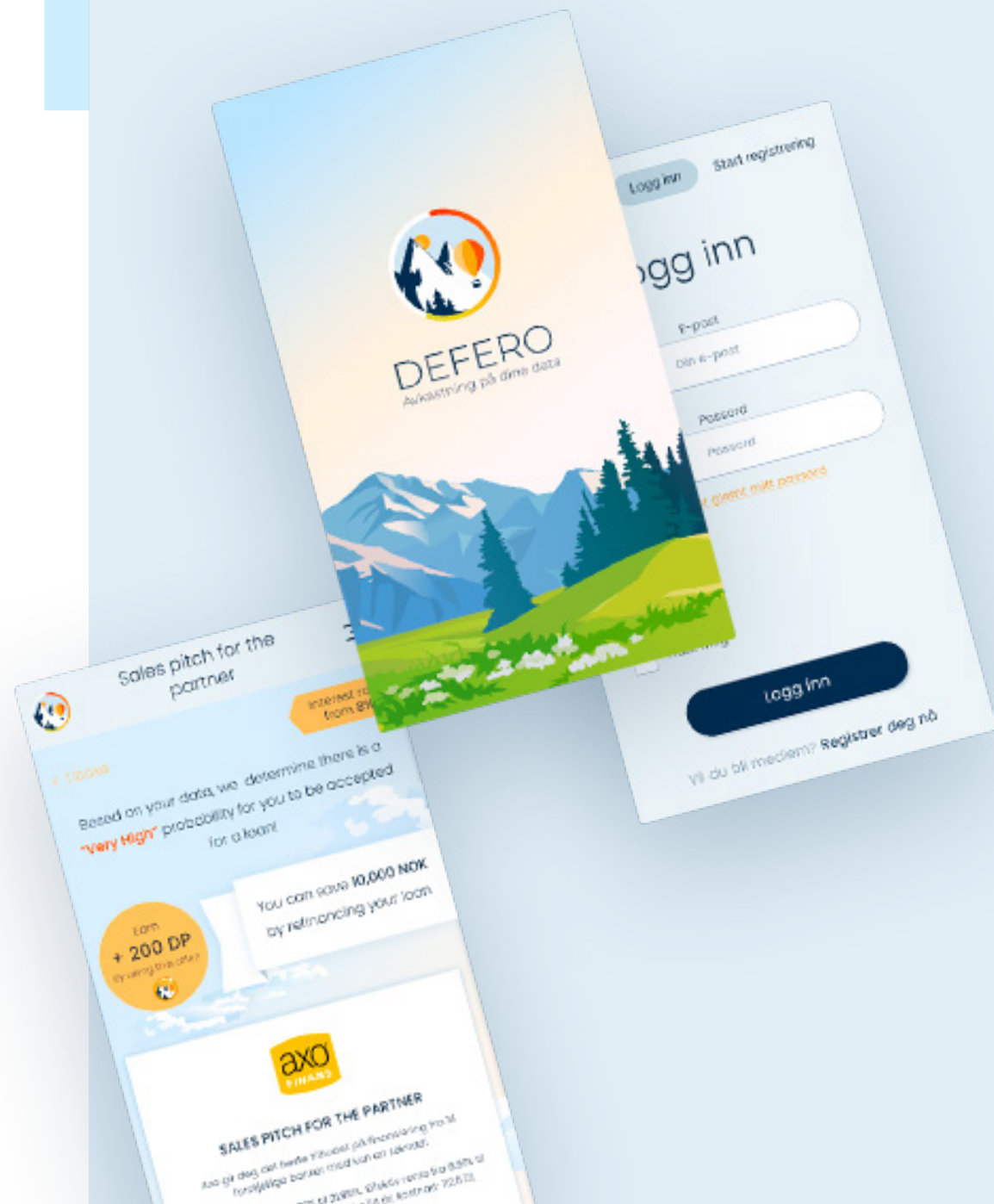
ABOUT

Defero

Type of product: **Software Mobile Application**

Industry: **Finance**

Defero Mob is an Android and iOS mobile application that allows registered users to report their financial activity. The report is updated monthly based on statistical and objective estimates.



GEOGRAPHY

Norway

SVALBARD (NORWAY)



ICELAND

FAROE ISLANDS



NORWAY

SWEDEN

FINLAND

ESTONIA

LATVIA

LITHUANIA

DENMARK

BELARUS

POLAND

UKRAINE

MOLDOVA

FRANCE

SWITZERLAND

CZECH REP.

SLOVAKIA

HUNGARY

ROMANIA

SLOVENIA

CROATIA

UNITED KINGDOM

IRELAND

NETHERLANDS

BELGIUM

LUXEMBOURG

LIECHTENSTEIN

AUSTRIA

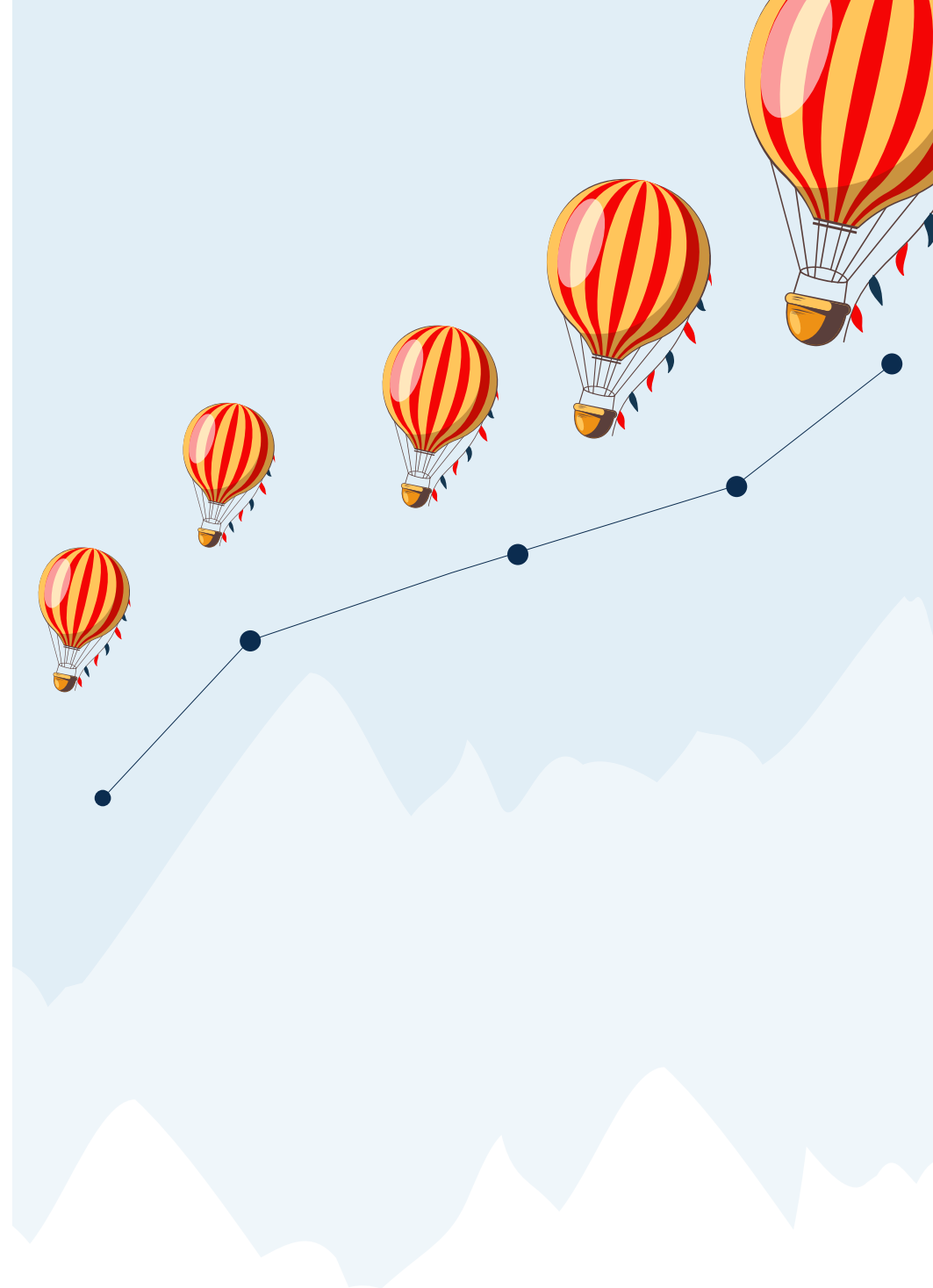
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R U S S I A

YEAH

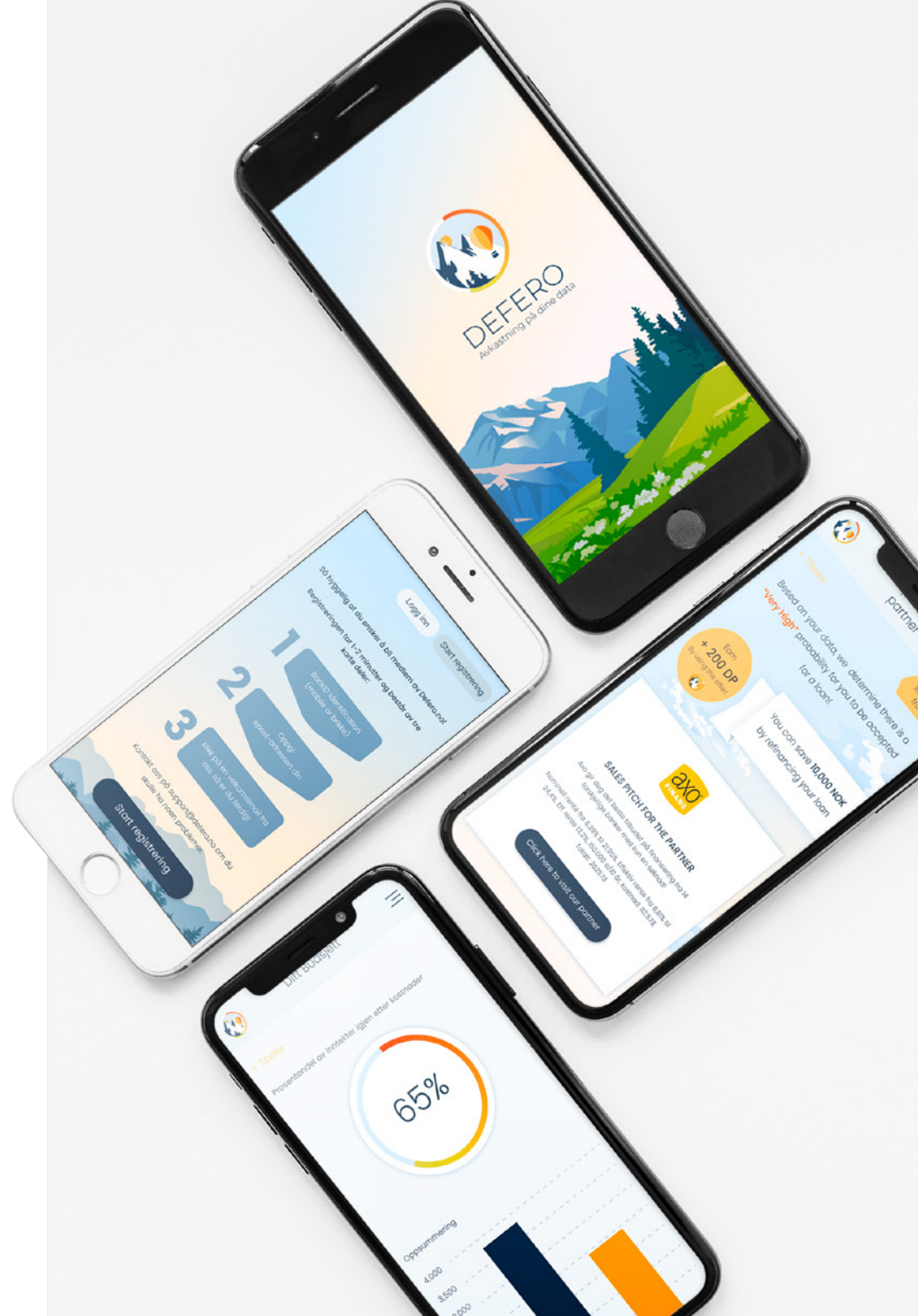
Challenges

- .01** Create a service that allows registered users to report their financial activities. The report should be updated monthly based on statistical and objective estimates.
- .02** User has to be able to view the dynamics of his Score during the selected period, as well as to see statistics of his income and expenses.
- .03** Make a two-step registration, where the user first confirms his identity through bankID authorization, and then adds his phone number and password in the system.
- .04** To make it possible for users to accumulate Defero Points (DP) and use them for different offers (offers) of site's partners.
- .05** Develop a system of gamification for users, which will depend on the various actions that the user has to do on the site (for example, fill in all the fields, invite friends, follow the links listed)



WOW Technologies

- > React Native
- > UI/UX



FUNCTIONAL

Functional features

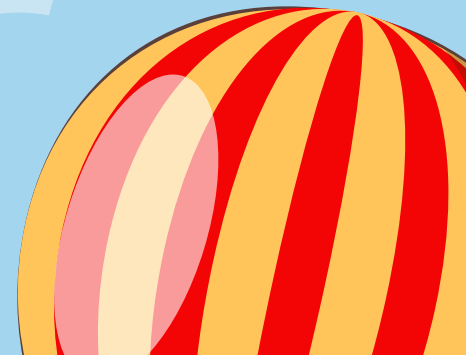
- .01** An ability for a service to allow registered users to report their financial activities. The report is updated monthly based on statistical and objective estimates.
- .02** Ability for user to see his/her own Score as well as the average Score in the place where they reside and in Norway.
- .03** Before registering, the user first able to authenticate himself through a bankID authorization, and then adds his/her phone number and password to the system.
- .04** Users have the opportunity to accumulate Defero Points (DP) and use them for different offers (offers) of the partners of the site. In addition, you can use DP to buy coupons from partners of the site, which can then be used in real shops!!!



WOW

Results

- ▶ Made two-factor registration.
- ▶ Connected the API which receives the client's data.
- ▶ Developed a user Score system.
- ▶ Developed coupons and offers from Defero partners.
- ▶ Have developed a referral system.
- ▶ Implemented the currency DP (DeferoPoints).



VALUE

Business value

- ▶ The number of users increased by 7000 in a half year.
- ▶ The number of attracted investors has increased.
- ▶ The number of partners has increased.



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thnx a lot



c you soon!

bye bye