

# SettleNote

*Splitwise replacement for the modern household. Auto-categorisation + recurring bills + UPI one-tap settlement. Splitwise is dated; SettleNote integrates UPI to actually settle running balances. \$5/month.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Housemates + couples + parents tracking shared household expenses (rent + bills + groceries + dining + travel)
<b>Monetisation</b>	\$5/mo Solo · ■199/mo India tier · \$9/mo Pro (multi-household + advanced)
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

SettleNote is a Splitwise replacement for modern households. Splitwise (the dominant app since ~2011) hasn't materially evolved + lacks integrated payment settlement + has weak UX for recurring bills. SettleNote rebuilds the shared-expense-tracking category with modern UX + auto-categorisation + recurring-bill management + UPI one-tap settlement of running balances.

Year-1 target: 9,000 paying subscribers globally + India tier generating ■2.4 crore annual revenue against ■35 lakh costs. Cash-positive month 2-3.

## The Problem

Households + roommates + couples + groups sharing expenses (rent + utility bills + groceries + dining + travel + subscriptions) need structured tracking + settlement. Splitwise dominates with ~50M users globally but the product hasn't evolved meaningfully since 2014: clunky UI + no integrated settlement (have to leave app to actually pay each other) + weak recurring-bill handling + free tier has ads + premium tier features feel arbitrary.

Indian context specifically: most settlements would happen via UPI but Splitwise doesn't integrate; users export amounts + manually open UPI app + transfer; friction high; many running balances never get settled.

## The Solution

SettleNote rebuilds the category. Auto-categorisation: receipt-photo upload + AI parses to amount + category + suggests split-among + records. Recurring bills: structured handling of monthly rent + utilities (each month auto-creates entry + reminds for settlement). UPI one-tap settlement: see running balance with housemate → one tap → UPI app opens with pre-filled amount + recipient.

Three tiers. Solo \$5/mo ( $\leq 4$  groups). Pro \$9/mo (unlimited groups + multi-household + advanced analytics). India tier ■199/mo (India pricing for India users).

## Market Opportunity

Global shared-expense market: hundreds of millions of users; serious willing-to-pay segment ~10-20M.

At blended \$50/yr ARPU, SAM is \$500M-\$1B. Realistic capture: 0.1-0.4% = \$500k-4M ARR.

Adjacent expansion. Year 2: trip-planning + travel-companion expense tracking. Year 3: subscription-tracking expansion.

## Target Customer

Primary persona: a 27-year-old housemate sharing 3-bedroom flat with 2 others. Will pay ■199/mo (~\$2.50) India tier.

Secondary persona: a 35-year-old couple managing shared finances. Will pay \$5/mo Solo.

Tertiary persona: a 40-year-old family coordinating expenses across spouse + parents + occasional travel groups. Will pay \$9/mo Pro.

## Product

Auto-categorisation via receipt-photo + AI.

Recurring bills: structured monthly entry + reminders.

UPI one-tap settlement.

Running balance view with per-person + per-group.

Export to formats for personal finance tracking.

Pro tier additions: unlimited groups + multi-household + advanced analytics.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Receipt parsing: GPT-4o + LayoutLM.

UPI integration: Razorpay UPI deep-links.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Three tiers. Solo \$5/mo. Pro \$9/mo. India ■199/mo.

Conversion: 14-day trial converts at 14%. Distribution: 50% Solo, 25% Pro, 25% India.

Gross margin: 88%. Costs: AI + infrastructure.

LTV: \$60 × 18 mo = \$108 (Solo); \$108 × 24 mo = \$216 (Pro); ■2,388 × 22 mo = ■5,254 (India).

### Unit Economics (Year-1 base case)

<b>Year-1 paying subscribers</b>	9,000
<b>Blended ARPU</b>	\$30/yr global; ■2,000/yr India
<b>Year-1 revenue</b>	~■2.4 crore
<b>Gross margin</b>	88%
<b>CAC</b>	\$8
<b>Year-1 all-in costs</b>	~■35 lakh
<b>Year-1 net contribution</b>	~■1.7 crore

## Go-to-Market

Channel 1 — Roommate + couple community (40%).

Channel 2 — Splitwise-discontent organic (30%): Reddit + Twitter discussions.

Channel 3 — Content + SEO (20%).

Channel 4 — Paid acquisition (10%).

### Roadmap (first 12 months)

- Month 1-3: MVP + Solo + India tier. 800 subscribers.
- Month 4-5: Pro tier + receipt-photo + UPI settlement, 2,800 subscribers.
- Month 6-8: Recurring bills + multi-household, 5,500 subscribers.
- Month 9-10: Advanced analytics + integrations, 7,500 subscribers.
- Month 11-12: 9,000 subscribers, ■2.4 crore annualised.

### Key Risks

- Splitwise responds with modernised tier — possible. Mitigated by speed + UPI integration depth.
- Switching cost from Splitwise: users have years of data. Mitigated by Splitwise import.
- Slow consumer-SaaS conversion. Mitigated by India pricing + clear value differentiation.
- UPI changes by NPCI. Mitigated by multi-payment-rail support.
- Free alternatives (Tricount + similar). Mitigated by Pro feature depth + UPI integration.