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Expense tracking just got ThisMuch better: A Groundbreaking Personal Finance App Powered by AI Technology set to Launch Fall 2023

Irvine, CA: ThisMuch, a cutting-edge mobile application designed to streamline personal finance management, is set for a Fall 2023 launch. According to a recent survey, 60% of Americans are in need of an improved app to monitor their monthly expenses. Research suggests that individuals who consistently track expenses can save up to $6,000 annually. "Expense tracking can be challenging, inconvenient, and often tedious," remarks Brian Chung, CEO and co-founder of ThisMuch. Powered by OpenAI's GPT4, the app aims to streamline expense management. By scanning a receipt, ThisMuch grabs spending data and automatically categorizes transactions without manual data entry. The app generates an itemized list where individual users can then verify and share transactions with other users on the platform.

ThisMuch features tools such as customizable budgets, real-time expense tracking, and personalized insights. It provides users with an overview of their weekly and monthly spending, comparing it to previous periods. To give users a deeper understanding of their financial health, ThisMuch also offers personalized dashboards based on expense category - allowing users to make more informed decisions. "ThisMuch has made managing my finances a breeze, and I've already seen improvements in my spending habits." Kristin Bryd, a former Mint user shares.

ThisMuch enables users to search through past transactions and helps reduce the need to store physical receipts for potential audits, as the IRS recommends retaining receipts for up to three years. ThisMuch supports organizations and businesses; employees can submit and track business-related claims, eliminating the need to input every expense incurred manually. Saving employees' time helps companies to utilize an employee's efforts better.

In response to the ongoing challenge of financial literacy, ThisMuch focuses on fostering financial knowledge through personalized budgeting tips, interactive visualizations, and goal-setting features. The app aims to provide users with a comprehensive financial overview to encourage informed decision-making and proactive financial management. As the user base grows, ThisMuch plans to incorporate advanced analytics tools and machine learning algorithms for more tailored and intelligent financial management solutions.
As ThisMuch prepares for its Fall 2023 launch, the team is dedicated to continuous improvement and innovation in response to user feedback and evolving financial management needs. Users can expect regular updates and new features to further enhance the app's capabilities, ensuring it remains a top choice for personal finance management. By combining advanced technology with an ongoing commitment to user satisfaction, ThisMuch is poised to become a leading force in the personal finance sector, empowering individuals and businesses to make smarter financial decisions and achieve greater financial stability.

About ThisMuch

ThisMuch, based in Irvine, California, was created by a team of visionaries who sought to empower users with tools and knowledge to take control of their finances and achieve financial freedom. Their mission began with a simple dinner bill and evolved into a comprehensive offering that aims to redefine the personal finance sector. Brian Chung, the Chief Executive Officer of ThisMuch, has prior experience successfully launching a start-up, and Kenny Weeks, Chief Technology Officer, leads the engineering effort. For more information, please get in touch with Niki Chong, Chief Operations Officer, at nkchong@uci.edu or +1 (714) 851-5946.