Digital Smash Box

NEWSLETTER

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Digital smash box

MY FIRST 10K

About us

An interactive, gamified $10,000 Savings Challenge platform engineered to build disciplined capital accumulation habits and personal liquidity.

The Insight:

Our Primary Objective

Our main goal is to teach users the importance of saving and help them form disciplined habits through a fun, engaging challenge. While the ultimate objective is to reach $10,000, premium subscribers have the option to take on smaller milestone challenges such as $2,500 or $5,000 while being guided and motivated every step of the way.

User Persona



This is Marcus, a 24-year-old recent culinary arts graduate who wants to enter the food truck industry but feels overwhelmed by traditional banking apps and mounting debt. He feels saving $10,000 is impossible when looking at the whole number at once.

The Digital Smash Box Experience:

1. Marcus finds and subscribes to the premium tier and selects the $2,500 "Baby Step" challenge to build initial momentum.

2. The Gamification: Every week or month, the app assigns him a monthly savings chart he can arrange in the order he wants. He "smashes" the target in the app to securely lock the funds.

3. The Milestone: After 6 months, Marcus hits his $2,500 goal, unlocks a digital achievement badge, and cashes out ready to start a new challenge.



Growth favors focus.

Solomon Carroll, Founder of Digital Smash Box, is an ambitious and dedicated leader who consistently embraces new challenges to drive the company's vision forward.