

# TechCrunch

## Pageonce Raises \$15 Million, Aims To Make Your Smartphone The ‘Wallet Of The Future’

Rip Empson

4 hours ago



Do you like your wallet? Too bad. [Pageonce](#), the one-stop shop for managing your financial accounts, wants to turn your smartphone into the wallet of the future. Though, the last time I checked, Apple wasn't planning to offer the iPhone in leather. Or snakeskin. We're still getting excited over the fact that it comes in white. But that's not slowing down Pageonce, which allows you to track your bank accounts, credit cards, investment and travel plans, monitor bills and manage your money, from your mobile phone — and the Web, if you're old school like that.

Pageonce users can use the service to get a quick overview of their present cashflow, check to see when their next credit card or mortgage payment is due, monitor accounts for suspicious activity and eCards from Anonymous, view overdraft fees, and so on. The goal of Pageonce, besides allowing you to manage financial accounts from the comfort of your mobile phone (I mean, wallet), is to help you save money. Considering consumer credit debt in the U.S. [arrived at \\$796.1 billion in March](#), I'd say there are a few of us out there who could benefit from services that help manage our finances — and debt.

Beginning today, the Palo Alto-based startup will have some more financial assistance of its own, announcing that it has closed a \$15 million series B funding round. The investment was led by [Morgenthaler Ventures](#), with contribution from existing investors [Pitango Ventures](#) and Chairman of the Board, [Liron Petrushka](#). Pageonce has raised \$25 million to date.

The startup will use the new round of funding to continue to expand its product offerings and refine its mobile applications, which are offered for free on iPhone, iPad, BlackBerry, Windows Phone 7 and Android devices.

For me, the cool thing about Pageonce is that it informs the user about potential money-saving opportunities with comparative financial services, like cheaper credit card rates, insurance, and interest rates. It also comes with a calendar view that shows you when it's time to pay your bills, something that Bank of America seems to like to make as difficult to discover as possible. Or maybe that's just me. It also allows me to track cell usage, data and text usage and do so all on one screen. Useful.

Pageonce is free, so that means it makes its money from partnerships and advertising. Ad-based business models sometimes scare me, so hopefully the startup uses its new \$15 million to ensure that mobile users aren't bombarded with ad spam. Just a thought.