Customer Segments

Key Partners

Financial advisor that will train

the AI on his knowledge.

Internet service providers

Bank Of Cyprus Servers

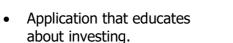
IT and software development

Bank Of Cyprus API



Key Activities





- AI-powered assistance on financial topics. Purchase stocks from the stock market.
- Handles stock transactions.
- Engaging activities that draw user into the application and constantly keeps them engaged.
- Paper Trading option for the youth.

Lawyer

Cost Structure

companies



Key Resources

- Artificial intelligence
- Software Engineers
- Buildings
- Customer Support
- Knowledge of finance and stocks
- Human Resources

Value Propositions



62% of Americans own stock and are shown to have good financial stability, due to the adaptation of their stock to the changing economy market. Gallup. (2024, February 23). What percentage of Americans own stock?

In Cyprus, this number is significantly smaller, around 2-3%. In Europe, on average 15% of the population owns stock, and the countries that own the most stock are shown to have a good financial stability (Sweden, Finland). Euronerd (2023) Europe Investor Statistics for 2023: How Many Retail Investors Are There in Europe?

This model focuses on introducing the option of investing funds, to Cypriots, so that they can get started and get educated on different financial and investment basic topics.

Our application introduces an AIassistant that helps the user learn and understand more about stocks and an interactive learning platform for the youth, so they are constantly engaged to learn more about finances and stocks. There will also be an opportunity for companies to invest in other companies.

Customer Relationships

interface

customers.



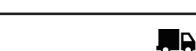
• The target market is people who are inexperienced in

Customised/personalized

investing. Anyone in Cyprus, that owns a BoC card and has access to the internet can use our

companies.

- application. • Companies in Cyprus that are interested to invest in other
- Parents that are looking for an efficient and engaging way to introduce their children to the stock market.



always be available to serve our



• Long Term – Any BoC customer

can always jump into our

investment application.

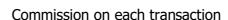
• Automatic – Our distributed

servers and databases will

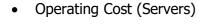
Communication – Anyone with a BoC 1bank app will see a popup of our application. There will be online ads at launch to attract customers that are not using the BoC app. There will be a customer support team for any problems or questions relating our app. Distribution – Our application will be an extension available in the BoC 1bank application.



Revenue Streams







Marketing (Advertisement)

Lawyer, Financial Advisor)

Initial Cost (Building the application)

Resources: (Gallup.com,Euronerd.com)

https://news.gallup.com/poll/266807/percentage-americans-owns-stock.aspx https://euronerd.com/insights/europe-investor-statistics/

• Salaries of employees (Customer Support, Software Engineers, HR,

