Business Model Canvas

Key Partners

- Financial Data Brokers
- Media Platforms
- AI and Machine Learning Providers
- Financial Institutions

Key Activities

- Development and maintenance of the platform
- Online Financial Media Aggregation
- Data center operations management

Key Resources

- Technology infrastructure (server, computers, databases)
- Employees (developers, marketeers)
- Company facilities

Value Propositions

- Investors are overwhelmed by vast amounts of financial news, making it difficult to filter relevant insights and assess market sentiment quickly.
- SentiLens aggregates real-time financial content and uses AI to analyze sentiment, turning articles, videos, and social media into actionable data.
- Use SentiLens to make faster, more informed decisions by tracking market sentiment trends and gaining a clear, unbiased view of financial developments.

Customer Relationships

- Long term relationship
- Each user has his personal account tracking his portfolio
- Financial products discovery and advice system

Channels

- Website
- Advertisement through renowned financial advisors.
- Advertisement through word of mouth
- Paid advertisement

Customer Segments

- Investment Consultants
- Individuals who wonna navigate the markets alone
- Financial Institutions (Banks, Funds, Hedge Funds)
- Governments

Cost Structure

- Salaries of employees
- Technology infrastructure and company facilities
- Development, operation, maintenance of the platform
- Marketing and sales

Revenue Streams

- Web Application Access which is a monthly subscription
- Data API Access via Credits Scheme