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| --- | --- | --- | --- | --- | --- |
| **Business Model(Network Effect, Subscription Fee)** | | | | | |
| **Key Partner**   * **Listing Companies** * **Investors** * **Individual Investor** | **Key Activities**   * R&D on product * Increase in listings * Increase in Investor | **Value Proposition**   * Find structured financial data of listed comp * Convenience * Price trends of stock on investment * Additional facilities * Watch list * Customized screen | | **Customer Relationship**   * Self service * Automated service like (Email & SMS) * Network effect | **Customer Segment**   * Inst Investor * Ind Investor |
| **Key Resources**   * Product platform | **Channels**   * Online desktop * Mobile * Customer care * Email services |
| **Cost Structure**   * Research and development * Domain Registration * Hosting space (PHP +MySQL, JAVA, MACHINE LEARNING) * Employees * Marketing (Direct, Indirect call, social media, youtube, FM, local tv ) * Email & SMS Alerts * Maintenance of product | | | **Revenue Streams**   * Structured data to sell in market * Data analytics | | |

1. **USP**

* **FAST REAL TIME DATA**
* **MACHINE LEARNING ALGRITHM for data analysis**

1. **Find new problems to build USP**
2. **Check competitors strategy and their products**
3. **Build prototype**

**Features**

1. **Source and target column mapping functionality to be incorporated**