Nexa **Business** Model **Canvas**

CUSTOMER SEGMENTS

Who are the different groups of people or organizations the enterprise aims to reach and

- Website Owners & Individuals: Hobbvists or individuals who need a simple, free Al chatbot for their personal websites. (from frontend/src/components/P ricing.jsx)
- Small to Medium Businesses (SMBs): Companies looking for an affordable, advanced Al chatbot with more capacity and features like cashflow analysis to improve customer engagement and gain business insights. (from frontend/src/components/P ricing.jsx)
- Large Enterprises: Corporations requiring a scalable, customizable, and fully supported Al-powered solution for customer interaction and business intelligence, with unlimited capacity and bespoke features. (from frontend/src/components/P ricing.jsx
- Developers & Agencies: Users who need to integrate and manage AI chatbots and business intelligence tools for their clients.

KEY ACTIVITIES

What are the most important things the company must do to make its business model work?

- PlatformDevelopment: Continuously building, maintaining, and improving the full-stack application.
- AI & RAG System: Management: Managing the core Retrieval-Augmented Generation system, including web crawling, content chunking, embeddings, and answer generation. (from backend/src/rag.js and backend/src/crawler.js)
- · Data Analysis: Processing and analyzing useruploaded financial data to provide business intelligence insights. (from backend/src/cashflowanalysis/services/aiAnalysis Service.js)
- Customer Support: Providing timely and effective support to paying customers.
- · Sales & Marketing: Acquiring new customers through various marketing and sales efforts.

Value Proposition

What is the bundle of products and services that create value for a specific Customer Segment?

• For all segments: An easy-to-use platform to create and deploy an Al chatbot that learns from a website's content and answers visitor questions automatically. (from README.md and frontend/src/components/HeroSection.jsx).

For SMBs & Enterprises:

- Al-Powered Business Intelligence: A tool to upload financial data (Excel/CSV) and receive Al-generated insights, visualizations, and recommendations for cashflow and supply chain management. (from backend/src/cashflowanalysis/README.md)
- · Customizable Widgets: The ability to tailor the look, feel, and behavior of the chat widget to match their brand. (from backend/src/models/Widget.js)
- · For Individuals (Free Tier): A no-cost way to add an intelligent chatbot to a personal site with minimal effort. (from frontend/src/components/Pricing.jsx)

Customer Relationships

What type of relationship does each Customer Segment expect the company to establish and maintain

- · Self-Service: Users can sign up. configure their websites, and deploy their chatbots without direct assistance.
- Automated Services: The core functionalities like web crawling. content indexing and Al-powered analysis are fully automated.
- **Dedicated Support:* Priority and** dedicated support for Pro and Enterprise customers. (from frontend/src/components/Pricing
- Community/Help Docs:* Guides and FAQs to help users troubleshoot and get the most out of the platform. (from frontend/src/components/Embed Guide.jsx)

Channels

How does the company communicate with and reach its Customer Segments to deliver a Value Proposition?

- · Nexa Website: The primary channel for attracting, informing, and signing up new customers.
- Embeddable Widget: The core channel for delivering the chatbot service to the end-users of the customer's website. (from backend/src/models/Widget.is and backend/docs/api/widgetintegration-guide.md)
- · Direct Sales: For enterprise clients who require custom solutions and
- Content Marketing: Guides (like the Embed Guide) and documentation that attract and educate potential users. (from frontend/src/components/EmbedGui

Key Resources

What are the most important assets required to make the business model work?

- Technology Stack: The full-stack application itself, including the Node.js backend, React frontend, and databases (MongoDB, Redis, Pinecone). (from README.md)
- Al Models: Access to Google's Generative Al for embeddings and the Gemini API for text generation. (from backend/src/embeddings.js and backend/src/rag.js)
- Cloud Infrastructure: The servers and services required to host the application, databases, and background job processing queue.
- Development Team: The skilled developers and project managers who build and maintain the platform. (from frontend/src/components/AboutUs.isx)

Revenue Streams

How does the company generate cash from each Customer Segment?

- Freemium Model: A free tier with limited features to attract a wide user base. (from frontend/src/components/Pricing.js)
- Subscription Fees: Recurring monthly payments from "Pro" plan customers for access to more advanced features and higher limits. frontend/src/components/Pricing.is)
- Custom Enterprise Plans: Tailored pricing for large organizations based on their specific needs, such as unlimited websites, custom integrations, and dedicated support. frontend/src/components/Pricing.is)

Cost Structure

What are the most important costs incurred while operating under this ousiness model?

- · Infrastructure Costs: Server hosting, database services (MongoDB, Redis, Pinecone), and other cloud service
- API Usage Costs: Fees for using the Google Generative AI and Gemini APIs, which are likely based on usage.
- Salaries:* Compensation for the development maintenance and support teams.
- Sales & Marketing Expenses: Costs associated with acquiring new
- Software Licensing: Costs for any third-party software or services used in the development and operation of the platform.

Customer Segments

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