

CASH

MATE

Business Model Canvas

KEY PARTNERS

- Developers
- App Testers
- Momo Service providers
- Mass Media
- Web app stores

KEY ACTIVITIES

- Design
- Production
- Testing
- Licensing
- Deployment
- Sales & Marketing

KEY RESOURCES

- Money
- Employees
- Platforms to host app
- Social Media pages for advertisement

VALUE PROPOSITIONS

- Secure
- Relate to users
- Easy to Use
- Track and manage venture growth
- Store records
- Calculate profits
- Calculate and store transactions
- Limited Access (free mode)
- Unlimited Access (monthly sub.)

CUSTOMER RELATIONSHIPS

- Ease of Use
- Self service
- Personal Assistance
- Community Gathering
- Automated services

CHANNELS

- Radio & TV Ads
- Social Media posts
- Momo Service Providers

CUSTOMER SEGMENTS

- Management
- 4 Languages
- Made for Momo Agents (Niche Market)
- Geographical (Ghana Based)

COST STRUCTURE

- Production
- Licensing
- Marketing

ENVIRONMENTAL COSTS & MERITS

- Energy consumption (since all devices running the app use electricity)

SOCIAL COSTS & MERITS

- Employment
- Secure money Transfer
- Ease of workload for momo agents.

REVENUE STREAMS

- Subscription Model
- Sponsorship
- Advertising