# The Business Model Canvas - EazePay

#### Key partners

What are your key partners to get competitive advantage?

- Indian Banks
- Payment Gateways
  - GoVivace
  - SetMyCart
- major chain stores

## **Key activities**

What are the key steps to move ahead to your customers?

- Expanding multi-lingual database
- regular updates in the existing language libraries
   integretion of different
- payment methods
   Proper customer service
  and maintenance

### Key resources

What resources do you need to make your idea work?

- -TLS (transport layer security)
- payment gateway -UPI
  - user account details
- database services

## **Key propositions**

How will you make your customers' life happier?

- develop an Al-enabled
voice based mobile
application for digital
transactions
- regional language support
- helps illiterate, rural
people and people with

disabilities

- user friendly interface

#### Customer relationships

How often will you interact with your customers?

- peer to peer -100% security with fraud protection
- digital voice transactions
- multi-lingual support
- expense tracking
- loyalty programs and rewards

## Channels

How are you going to reach your customers?

Customers using app:
- Workshops and training sessions
- EazePay app
- EazePay Wallet

Banks:
- IoT payments and pay-as-youuse service models
- Voice shopping services

-POS

#### Customer segments

Who are your customers? Describe your target audience in a couple of words.

## (B2B)

Banks and financial institutions: to increase their reach, improve customer engagement, and improve their services.

# (B2C)

App: Provides user friendly UI with multilingual support to end users for fast and easy payments

#### Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Database infrastructure
  - Maintenance
- Administrative and operations
- operations -secure payment gateway

#### Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Revenue generation by charging transaction fee to merchants
- E-commerce and commission on recharges and bill payments.
- Charging banks to use voice services