Business model canvas.

KEY PARTNERS

on ramp
oframp
luiqidity
exchange
otc
banks (lemon)

KEY ACTIVITIES

Currency conversion and payments

KEY RESOURCES

Polygon network

VALUE PROPOSITIONS

-Greatly reduce financial costs
-Reduce delays in payments
-Greatly reduce operational friction by implementing automatic transactions using smart contracts
All this while maintaining full traceability

CUSTOMER RELATIONSHIPS

service level agreement 99%+ uptime guarrants on transactions

CHANNELS

distribution tools booking engines.
(engines that offer tech solutions)

CUSTOMER SEGMENTS

Primary:

-Bedbanks
-Regional DMCs (Destination Management Companies, niche operators)
-Tour operators
-Channel managers (intermediaries between bedbanks and agencies)
- Digitally enabled independent hotels

Secondary:

- OTAs that act as sellers for certain products (Online Travel Agencies, e.g., Despegar)

- Providers of activities and experiences (places where customers purchase experiences)

COST STRUCTURE

transactions fees (on ramp , fx, offramp, gass fee (if aplpies), compliance (KYC)
infraestructure (database, servers). Product development . Salesforce

REVENUE STREAMS

transaction fee + FX spread + yield of static money

ENVIRONMENTAL COSTS

posotive enviromental impact

SOCIETAL COSTS

SOCIETAL BENEFITS

ENVIRONMENTAL BENEFITS