

Key Partners

- > Stock market enthusiasts
- > Investors
- > Brokers
- > Stock Analysts
- > Other partners

Key Activities

- >Platform (Website) development and enhancement
- >Analyzing data and Marketing
- >Service promotions to acquire new customers
- >Communication with the customers and partners

Key Resources

- Network (Fund manager, Investors)
- Platform (apps)
- Technology
- Data analysis and algorithm improvement
- Brand image

Value Propositions

For Retail Investors:

- >simplicity of comparing numerous shares at once.
- >opportunity to earn profit

For Fund manager:

- >enables to comprehend long-term functioning of equities.
- > reduce the risk incur during investing.

For Research Analysts:

- >provides timely and accurate information.
- >assess the risk involved in stock investment.

Customer Relationships

- > Customer is the critical component
- > Fluctuations in the stock prices is another critical component
- > General public
- > Bringing regulators

Channels

- Word of mouth
- Networking
- Social media
- Media coverage
- digital ads, paid ads
- Website

Customer Segments

- Fund manager
- Investment advisor
- Research analyst
- Retail investors/
Individual investors
- Stock brokers

Cost Structure

- > Customer Acquisition Costs (CAC)
- > Legal and settlement costs
- > Insurance costs
- > Research and development
- > Lobbying & compliance
- > Platform maintenance
- > Infrastructure cost
- > Customer support

Revenue Streams

- > Website traffic
- > Ads
- > Sponsors