# **Key Partners**



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

## **Key Activities**

->Platform (Website)

new customers

development and enhancement

->Analyzing data and Marketing

->Service promotions to acquire

->Communication with the

customers and partners







## **Customer Segments**



For Retail Investors:

Value Propositions

- ->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 is the critical component

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

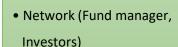
### Channels



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

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

# Key Resources



- Platform (apps)
- Technology
- Data analysis and algorithm improvement
- Brand image



## Cost Structure

- -> Customer Acquisition Costs (CAC)
- -> Legal and settlement costs
- -> Insurance costs
- -> Research and development

- -> Lobbying & compliance
- -> Platform maintenance
- -> Infrastructure cost
- -> Customer support



