Kev **Activities**



- Developing the platform for account linking and transaction management.
- Integrating a token sending feature.
- Ensuring highlevel security for transactions.
- Marketing and user acquisition.
- Maintaining compliance with financial regulations.

Key

Resources



- **Human Resources:** Developers, designers, marketing teams, and legal advisors.
- **Financial Resources:** Funding for development, operations, and marketing.

Channels

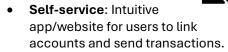
- Mobile App and Web Platform.
- Social Media Ads (Instagram, TikTok, etc.).
- Partnerships with influencers to promote the service.
- App stores (Google Play, Apple App Store).

Key **Partners**



- Banks and Financial Institutions: To facilitate account linking and secure transactions.
 - **Payment** Gateways: Secure payment processing services like Stripe, PayPal, etc.
- Regulatory **Bodies**: Ensure compliance with financial regulations.

Customer Relationships



- Community Engagement: Social media campaigns highlighting creative usage.
- Customer Support: Live chat, FAQs, and support emails for user assistance.

Customer Segments



- Millennials and Gen Z: Tech-savvy users who enjoy engaging digital experiences.
- Small businesses: Could use the service for casual and fun financial exchanges.
- Financially aware individuals seeking secure, yet enjoyable, transaction options.

Value **Propositions**

- A fun and personalized way to send money (using a unique engagement tool).
- Secure and seamless account linking and transactions.
- Encourages digital payments in a creative way.
- Appeals to younger, techsavvy demographics who value both functionality and entertainment.

Cost Structure

- Platform Development and Maintenance.
- API integration costs for payment gateways.
- Marketing and advertising campaigns.
- Customer support and operational costs.



Revenue Streams

- Transaction Fees: A small percentage from each transaction.
- Freemium Model: Free basic service with premium features (e.g. customization).
- Advertising: Collaborations with brands for sponsored GIFs.



