










<p>Key Activities</p>  <ul style="list-style-type: none"> Developing the platform for account linking and transaction management. Integrating a token sending feature. Ensuring high-level security for transactions. Marketing and user acquisition. Maintaining compliance with financial regulations. 	<p>Key Resources</p>  <ul style="list-style-type: none"> Technical Resources: Servers, cloud storage, and secure databases. Human Resources: Developers, designers, marketing teams, and legal advisors. Financial Resources: Funding for development, operations, and marketing. <p>Channels</p>  <ul style="list-style-type: none"> 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). 	<p>Key Partners</p>  <ul style="list-style-type: none"> 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. 	<p>Customer Relationships</p>  <ul style="list-style-type: none"> Self-service: Intuitive app/website for users to link accounts and send transactions. Community Engagement: Social media campaigns highlighting creative usage. Customer Support: Live chat, FAQs, and support emails for user assistance. <p>Customer Segments</p>  <ul style="list-style-type: none"> 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. 	<p>Value Propositions</p>  <ul style="list-style-type: none"> 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, tech-savvy demographics who value both functionality and entertainment.
<p>Cost Structure</p>  <ul style="list-style-type: none"> Platform Development and Maintenance. API integration costs for payment gateways. Marketing and advertising campaigns. Customer support and operational costs. 			<p>Revenue Streams</p>  <ul style="list-style-type: none"> 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. 	