

## Business Model

### Key partners

Retailers

Advertising Partners

### Key activities

Platform Development

Dynamically Update the list of Sellers and Buyers

### Key resources

Khata Seller and Buyer Platform

Technology Infrastructure

### Value propositions

Don't want to pay the retailer now? Use this credit based Udhara System.

Extremely easy to use, low size application which makes transactions much more smooth and traceable.

It's hard to maintain a manual record with the retailer. This app will digitize and store history of all transaction in a database.

### Customer relationships

Buyer benefits from the manageable Udhara System so that items may be bought on credit.

A promise of 100% customer support whenever needed.

### Channels

Mobile App, Website

APIs

### Customer Segments

Buyers

Advertising and Marketers

Developers

### Cost structure

Database Management Cost

Marketing and Sales

Research & Development

General and Administrative

### Revenue streams

Marginalized Transactions

Ads Revenue

Play Store Downloads Revenue

