

➤ Company and Product:

1. What is the product?

The product is a currency exchange rate comparison tool. Users can input a base currency which is by default Euro and another currency, and the program retrieves exchange rates from two different providers (Fixer and Beacon) to determine which one offers better rates.

2. Can the company will success? How?

Yes, we offer accuracy of exchange rate data, best user interface and we have potential partnership with other financial services. Ensuring a user-friendly experience, timely and accurate information.

3. What is your business model and pricing?

Currently we are providing free services and generation revenue from ads. We also have a premium option in which we offer ad-free services and give customers 24*7 customer support included in it.

4. Who are your customers?

Our customers are individuals and businesses involved In International trade, travel and finance who seek the best exchange rates.

➤ Teams

1. Who is your motivation?

The motivation behind this code is my problem-solving mindset. I want to provide users a tool to find the best Rates quickly and easily.

2. Who are other stakeholders?

At present, we have no stakeholders.

➤ Market and competitive advantages and operations.

1. Have you conducted market research to identify trends, demands, and potential gaps in the currency exchange market?

Yes, we conducted comprehensive market research to identify trends and demands in the currency exchange market. The analysis revealed a growing need for a user-friendly tool that provides quick and accurate exchange rate comparisons.

2. Who are your main competitors, and what sets your currency exchange tool apart from them?

Our main competitors include Xe and Oanda. What sets us apart is our commitment to real-time accuracy, a user-friendly interface, and a unique algorithm that compares rates from multiple providers to offer the best possible value to users.

3. How do you plan to retain users and encourage them to continue using your currency exchange tool over the long term?

To retain users, we offer a loyalty program with exclusive features, regular updates to enhance functionality, and personalized notifications based on user preferences.