

Business Model Canvas

Key Partners

- Banking & financials systems
- Partner program with Businesses
- Online companies
- Payment hubs
- Governmental sectors
- Regulatory agencies
- Scalable hardware & software Manufacturers

Key Activities

- Privacy (Encrypted) Transactions
- On fly digital payments
- Verification Services
- Guarantor services
- Digital Economics platform
- Digitization of financial services
- IOT enabler
- Online security
- Marketing

Value Proposition

- KwittUp Platform is an Economical online platform that supports Online alternatives for all financial & paper transactions fast ,effective & affordable
- Digital Transformation of business services
- Easy convenient broad access to all the IOT Service around
- APP to APP communication
- User profiling
Representing user Wallet and documents(insurance ,membership cards, legal ID papers, age verification, driving licence/receipts)
- Business Profiling
- Instant Fulfilment No cash/coins/cards/papers needed

Customer Relationship

- Online chatting
- Automated customer support
- Simplicity
- Privacy protection
- Quick-response Time
- Affordable

Customer Segments

- B2C (All smart phones users)
Seeking to use cashless, cardless payments for all services.
"No wallets anymore"
- B2B
SMB,SME , Large enterprise
-Business offering IOT services
- Business who wants to increase their sales
- Mobile Apps
- Banks

Cost Structure

- Scalable IT & fulfilment infrastructure
- Cloud hosting for IOT services
- Marketing costs
- Customer acquisition cost
- Legal
- R & D Platform Development

Key Resources

- Human "Developers"
- Digital economics experts
- Change business strategies
- IT hardware/ software

Channels

- KwittUp Economical Platform Interface
- Affiliates
- Partners
- Social Media advertising
- Existing platforms Advertising
- Community building

Revenue Streams

- Fee for services
- Prime Monthly subscriptions fees
- Commission on Re-sellers
- Pay As You Go