

# THE BUSINESS MODEL CANVAS

## KEY PARTNERS

Who are our key partners?

- XM Broker for real-time data and trade execution
- Cloud service providers for scalable infrastructure (Amazon Web Services)
- Trading experts for strategy validation and improvement (Other trades with good returns)
- Professionals in logic for Big Data technology for system optimization

## KEY ACTIVITIES

What key activities do our value propositions require?

- Development and continuous improvement of AI algorithms
- Real-time market data collection and processing from MT5
- Maintenance of hybrid database infrastructure
- Optimization of trading strategies based on historical results
- Continuous testing of prediction accuracy and model adjustment
- Compliance with financial regulations and data protection laws

## KEY RESOURCES

What Key resources do our value propositions require?

- Development team specialized in AI (currently some knowledge), big data, and hexagonal architecture
- High-performance technological infrastructure for real-time analysis
- Market data access through APIs and connections with MT5 and XM
- AI models trained on historical strategy data
- Scalable database infrastructure for massive data storage
- Distributed server architecture for global accessibility

## VALUE PROPOSITIONS

What value do we deliver to the customer?

- Real-time market analysis using AI to identify optimal trading opportunities
- Automated evaluation of 5 trading strategies with risk/reward metrics
- Time-saving decision support system for traders with varying experience levels
- Capital optimization through strategy selection based on current market conditions
- Automated trade execution based on verified signals
- Geographic accessibility for global market coverage

## CUSTOMER RELATIONSHIPS

what type of relationship does each of our customer segments expect us to establish and maintain with them?

- Personalized onboarding for initial strategy configuration
- Technical support via chat, email, and knowledge base
- User community for sharing results and best practices
- Performance reports comparing strategies' effectiveness
- Feedback system for continuous algorithm improvement

## CHANNELS

through which channels do our customer segments want to be reached?

- Web-based platform with analytics dashboard
- Mobile application for alerts and operation tracking
- Direct integration with MetaTrader 5 and XM broker
- Educational webinars and video tutorials
- Developer API for custom integrations

## CUSTOMER SEGMENTS

For whom are we creating value?

- Individual traders seeking to enhance performance with data-driven insights
- Small to medium-sized investment firms needing algorithmic trading solutions
- Retail investors looking for automated trading recommendations
- Investment funds interested in diversifying strategies with AI tools
- Trading educators and communities

## COST STRUCTURE

What are the most important costs inherent in our business model?

- Software development (programming team and data scientists)
- Technological infrastructure (servers, storage, processing)
- Access to APIs and real-time market data
- Marketing and customer acquisition
- Legal costs and regulatory compliance
- Algorithm maintenance and updates
- Global server deployment and maintenance

## REVENUE STREAMS

For what value are our customers really willing to pay?

- Monthly/annual subscription tiers with different service levels
- Success fee model (percentage of profitable trades)
- Premium services for advanced strategies and detailed analysis
- Data insights packages for institutional clients
- Strategy customization consulting services