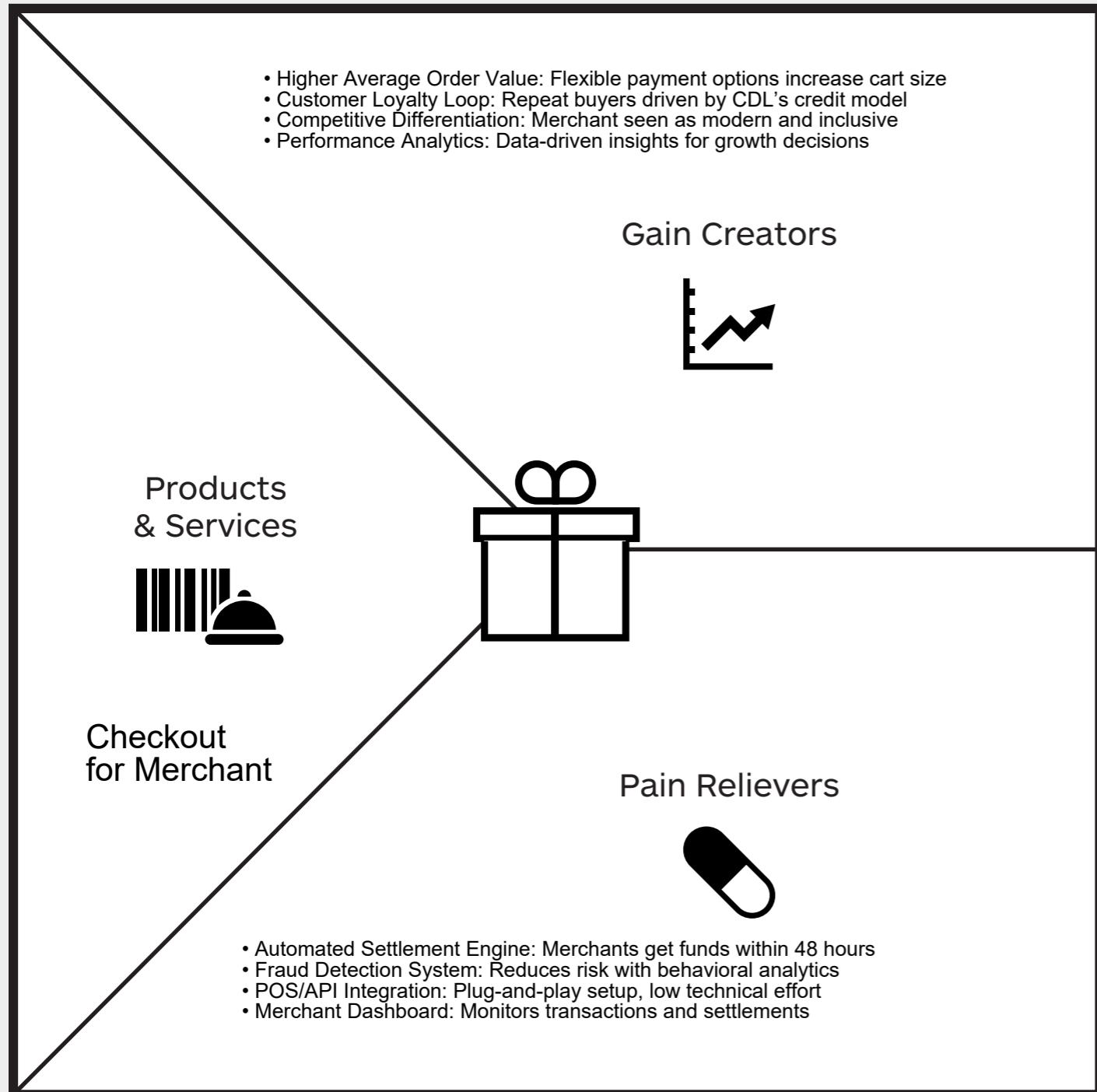


# The Value Proposition Canvas

**Value Proposition** CDL Checkout empowers merchants to increase sales, get paid faster, and grow customer loyalty without taking on credit risk.

## Customer Segment

- Aim to grow sales volume and attract new customers
  - Small to mid-sized merchants (electronics, fashion, appliances)
- \$6,667 – \$33,333 annual turnover, multi-branch operations



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