

The Value Proposition Canvas

Value Proposition:

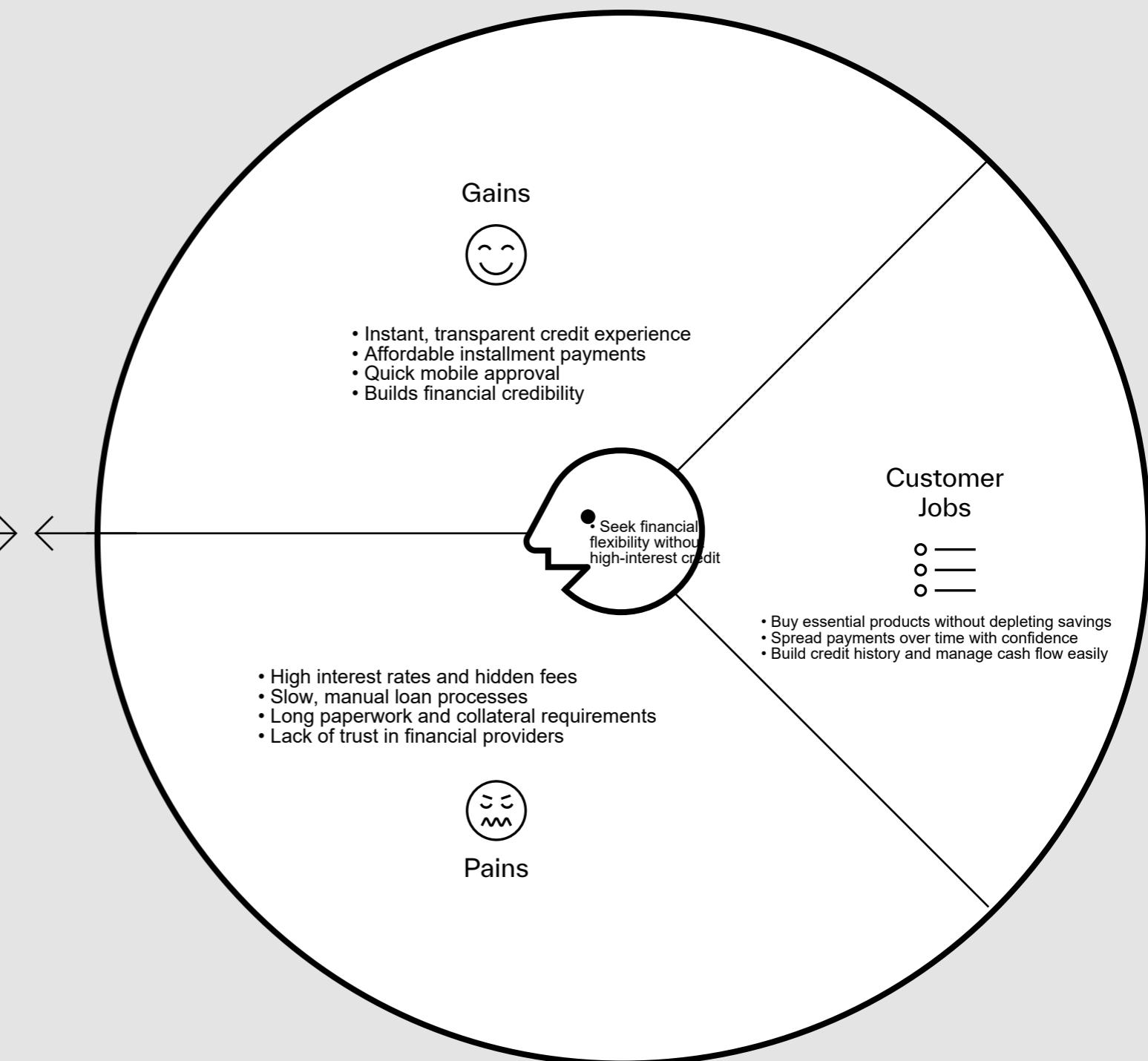
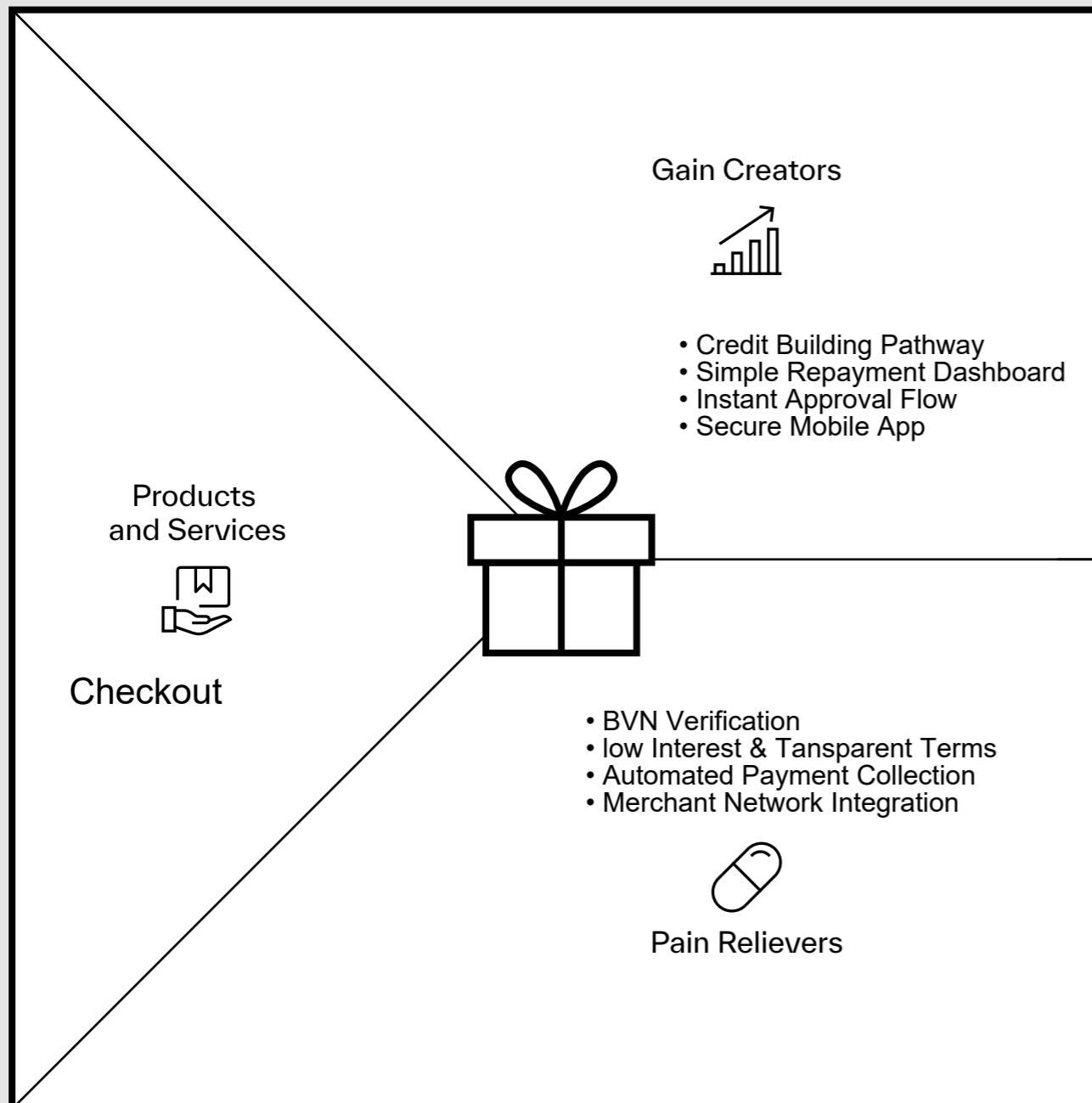
CDL Checkout gives consumers financial flexibility to buy now and pay later responsibly, no hidden fees, no friction, full control.

Customer Segment:

• Millennials & Gen Z (ages 22–40)

• Digitally savvy, use fintech apps

• \$100 – \$267 monthly income



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