Business Model Canvas

Key Partners

- g Rg
- News providers and famous tv anchors
- Affiliate marketing partners Insurance/banking service providers
- Economists and financial experts
- CEOs and business owners to get exclusive information

Key Activities



- Integrating news sources
- Creating and curating Financial graphs
- Programming and maintaing dashboard

Key Resources



- Software development team
- Reliable news sources
- Hardware infrastructure
- Marketing team

Value Propositions



- Provides users with relevant financial news based on their location on one platform
- Helps provide users with comprehensive financial metrics to make sound investment decisions.
- Helps People track changes in the economy to structure business policy

Customer Relationship



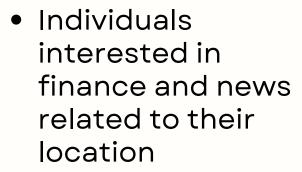
- Community building on Financial pages and groups like Reddit
- Social media campaigns
- Sponsoring Financial guild events such as the Institutes of Chartered Accountants

Channel



- Web application
- Users can access the dashboard through their smartphones or computers.
- Digital Media

Customer Segments



- Investors
- Traders
- Industry suppliers
- Financial analysts
- Buisness owners

Cost Structure



- Cloud infrastructure costs
- Maintenance and support costs
- Marketing and advertising costs
- Employee's compensation (marketing team, programmers)

- FA

Revenue Stream



- Subscriptions
- Advertising
- Affiliate marketing
- Users can pay for premium content on the dashboard