

# Business Model Canvas

## Key Partners



- 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



- Individuals interested in finance and news related to their location
- Investors
- Traders
- Industry suppliers
- Financial analysts
- Buisness owners

## Cost Structure



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

## Revenue Stream



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