

## Product Management Canvas

Enable user to analyze and review risks and potential returns on investment portfolio like Cathie Wood's ARKK fund

### Customer Segment

For which customer segment do we provide value

Investment  
Portfolio Managers

Individual Investor

### Value Propositions

What value do we provide to each customer segment? What outcomes do we help each customer segment achieve (functional, social, emotional)?

Give user the an easier way to analyze risk and potential returns on an investment portfolio

Give user the option to adjust the assets in the portfolio and run simulation on the correlation of the new assets, risks and return performance

### Internal Value Creation

What Key Activities do we do to support our Value Propositions?

### Value Co-Created

Who are our Key Partners?  
What Key Activities do they do to support our Value Propositions?

Cathie Wood's ARKK funds

Alpaca

**What Channels do we use to build and maintain Customer Relationships at each phase of customer's journey?**

Online presence and social media ( Facebook, LinkedIn, Bloomberg, etc)

**What are our key source of Revenue?**

Subscription of the software

**What are the most important Cost of delivery**

Development cost (developers and QA)  
Subscription to NASDAQ (Alpaca API)  
Subscription to Cathie Woods API