



<div><div>Key Partners ?</div><div>1. Who are your key partners? 2. Who are your key suppliers?</div><div>Angel Investors</div><div>Venture Capital Firms</div><div>Incubators and Accelerators</div><div>Private banks</div><div>NBFC's</div><div>Budding entrepreneurs</div></div>	<div><div>Key Activities ?</div><div>1. What are your key activities?</div><div>Platform Development</div><div>Analyse data and improve</div><div>Scale beyond critical mass</div><div>Gain traction among users and retain them</div><div>Online transaction security</div><div>Integrating disjoint market needs</div></div> <div><div>Key Resources ?</div><div>1. What are your key resources?</div><div>Technology infrastructure</div><div>Servers and database for faster processing and response</div><div>Partners</div><div>Investors, incubators and budding entrepreneurs</div></div>	<div><div>Value Proposition ?</div><div>1. What are your value propositions?</div><div>Normal Users:</div><div>Convenience for the users as most of the features are integrated in a single app</div><div>Access to all Government and private banking schemes within a click</div><div>Intelligent suggestion</div><div>To choose the appropriate scheme, personalised priority listing of schemes.</div><div>Entrepreneurs:</div><div>Reach & Relevance</div><div>Get all the help to become an entrepreneur</div><div>Network and build connections</div><div>Key Partners:</div><div>Choose the best startup to invest on.</div><div>Outreach and popularity</div></div>	<div><div>Customer Relationships ?</div><div>1. Your customer relationships?</div><div>For all users:</div><div>Reliability</div><div>Only validated and genuine information would be provided</div><div>Transparency</div><div>All schemes proposed by the different organisations are transparent to the user</div><div>Networkable</div><div>Communicate and build business relationships</div><div>Regular notifications and updates through email</div><div>Personal assistance</div><div>Key Partners:</div><div>Transactional</div><div>Co-creation</div></div> <div><div>Channels ?</div><div>1. Channels</div><div>Android apps</div><div>Related Websites</div><div>Incubators</div><div>Social media</div><div>Facebook page, Twitter and blogs</div></div>	<div><div>Customer Segments ?</div><div>1. Customer Segments</div><div>All android users</div><div>Looking for schemes and investments</div><div>Advertisers</div><div>Entrepreneurs</div><div>Geographic segmentation</div><div>Psychographic segmentation</div></div>
<div><div>Cost Structure ?</div><div>1. What about your cost structure?</div><div>Technology infrastructure</div><div>Marketing</div><div>Advertising and building customer base</div><div>Architecture and program development</div></div>		<div><div>Revenue Streams ?</div><div>1. What are your revenue streams?</div><div>Free App</div><div>Service revenue</div><div>Advertising other apps - an add-on revenue</div><div>Transaction-based revenue</div><div>1 % of the transaction between key partners and startups</div><div>Recurring venue</div><div>Auto-renewal subscription model</div></div>		