

Opportunity Canvas		WEALTH HIVE	
		2ENC1	TEAM4
<u>Leap of faith assumptions</u> <ul style="list-style-type: none"> •Our business plan will be profitable. •Adequate funding and capitalization to start the business. •The customer know our products and services. •Our application interface will attract new customers. 	<u>Users & Customers</u> <ul style="list-style-type: none"> •Everyone with slight knowledge of stock market. •People with valid ID proof's. 	<u>Problems</u> <ul style="list-style-type: none"> •High brokerage. •Exclusion of technological innovation. •Lack of guidance 	<u>How will users get value using your solution?</u> <ul style="list-style-type: none"> •Personal Finance. •Alternate source of income. •Encouraging users to invest in stocks. •Financial stability. •Long-term benefits
<u>User Metrics</u> <ul style="list-style-type: none"> •Customer retention. •Product satisfaction , user review & follow-up questions •Easy to use along with one to one guidance . •More profitability due to less brokerage . 	<u>Adoption Strategy</u> <ul style="list-style-type: none"> •Interactive visualization •SEO techniques •Networking •Social Media Marketing •Personal Branding •Sponsoring events •Referrals 		<u>Solution ideas</u> <ul style="list-style-type: none"> •Expert guidance from certified professionals. •Appropriate brokerage rates. •intuitive and User-friendly interface. •Regional language support. •Accurate analysis and prediction of different stocks. •Highly secured transactions
<u>Business Challenges</u> <ul style="list-style-type: none"> •Legal Barriers. •Establishing trust among targeted •customer base. •Expansion. •Use of accurate technology. 	<u>Solutions Today</u> <ul style="list-style-type: none"> •Upstox •Zeroda •Groww •ICICI securities. •Motilal Oswal •Angel Broking 	<u>Budget</u> <ul style="list-style-type: none"> •Development-Rs1000 0/- •Promotional Activities-Rs 60,000/- 	<u>Business Benefits and Metrics</u> <ul style="list-style-type: none"> •Customer Retention •Online Engagement •Competitive rivalry on the whole is beneficial for the customer as it increases choices.