BUSINESS MODEL CANVAS

LEDGR

Key Partners

- Investors/VCs
- Banking Partners
- CA/Brokers
- Auditors and Developres
- Licensing Agencies
- IaaS & SaaS partners
- Merchandizing Partners

Key Activities

- ML - AI Research
- Data Analytics
- Blockchain R&D
- Technology Development
- Algorithmic Trading & Value Investing

Key Resources

- Avanced Computing Hardware
- Servers and Hosting Services
- IT and Cloud Services
- Firm Data
- Markets & Exchange Data
- Personnel & their Computing Systems
- Office Spaces
- Initial Working Capital

Value Propositions

- ***Analyse assets, gather insights and visualize outcomes.***
- ***Generate Efficient Returns with optimized allocation***
- ***Forecast Prices with advanced AI-ML Engines.***
- ***Give Company and mutual fund data in a simplified way in a single click.***

Customer Relationship

- *Acquisitions via giving rewards and showing them max profit by investing.*
- *Retention through profit maximization.*

Channels

- Word of Mouth
- Referrals
- Social media Channels
- Youtube and Instagram Influencers.
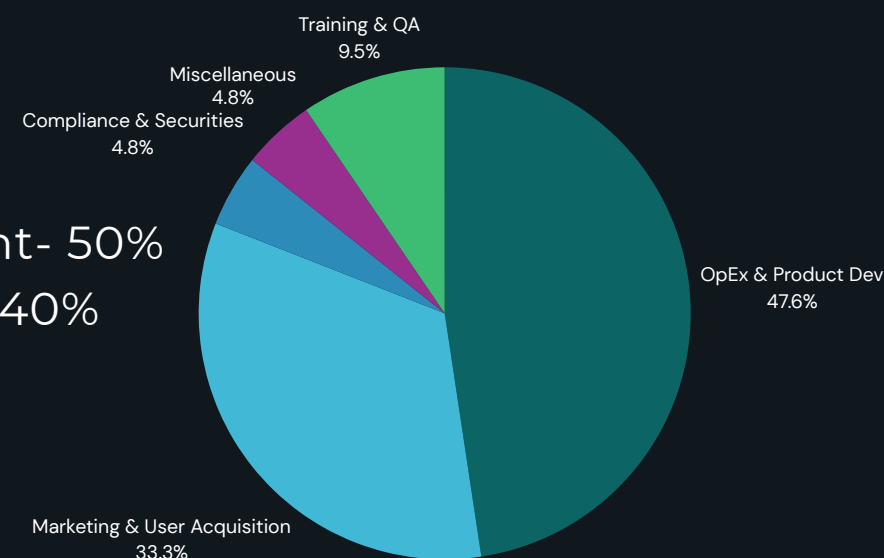- Conferences, Expositions Online Presentations

Customer Segments

- Retail Investors
- CA & Brokers
- New Investors in Stock Exchange & MF
- Mature Professionals
- Investment Bankers
- HNI
- NRI/Foreign Individuals

Cost Structure

Value Driven Model

- Opex and Product Development- 50%
- Marketing & User Acquisition - 40%
- Compliance and Security - 5%
- Training & Misc - 15%

Pie chart:
- Training & QA 9.5%
- Miscellaneous 4.8%
- Compliance & Securities 4.8%
- OpEx & Product Dev 47.6%
- Marketing & User Acquisition 33.3%

Revenue Streams

Pricing Model - Consumer Perceived Value Driven

- Token Sales
- Site Ads
- Partnership with Different Broking Houses
- Token Exchange Value appreciation
- Sponsorships & Premium Memberships

LEDGR.
AND WHY ONE NEEDS IT TODAY.

Ledgr empowers people to make Efficient investments, Build Wealth, Control ones' assets, Follow Exchanges & the Markets.
Track and Analyze Assets in-depth, Forecast Scenarios and construct optimized portfolios.

The LedgrWebApp, LedgrExchange portal, and LedgrWallet services are designed to be integrated, seamlessly, resulting in a thriving financial eco-system.

AVANT-GARDE & BESPOKE
FEATURES

FLEXIBLE, YET SECURE
BY DESIGN

VALIDATED, TESTED &
FUTUREPROOF

USER-CENTRIC, CO-CREATED
INNOVATION

USER-CONTROLLED AND DRIVEN
TRANSPARENT