

Inside Euronext

YouTube: <https://youtu.be/hoysiyuGmpk>



Help SMEs Revive

- EU's Tourism Industry: **2.3 million** businesses.

Source: <https://www.europarl.europa.eu/factsheets/en/sheet/126/tourism>

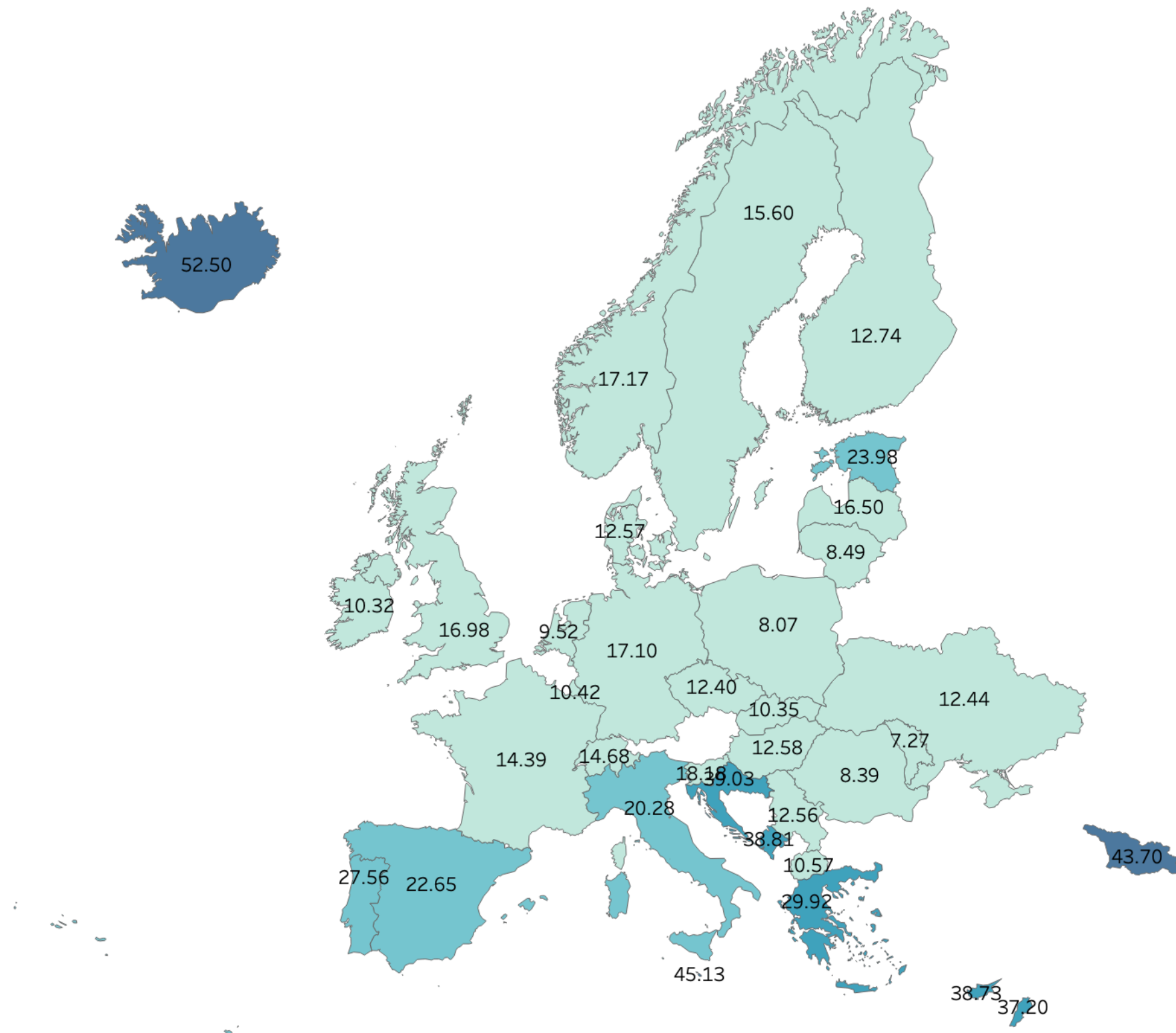
- EU's Tourism Industry:
 - Employing an estimated 12.3 million people (direct)
 - 10.3% of EU GDP and ~27.3 million jobs (including close links)
 - Chinese contribution of German economy: €8.7 billion a year.

The New Normal

- Financial institutions haven't collapsed, financial ecosystems have ~ shutdown.
- Predictive Financial Models and AI Models have become **Irrelevant.**
- Need is to reevaluate the financial scenarios.

Travel and Tourism Total Contribution in Economy

% Share of Tourism Industry in GDP (2019)



Share of Tourism Indust...

Percentage share of tot... ▼

Highlight Country Name

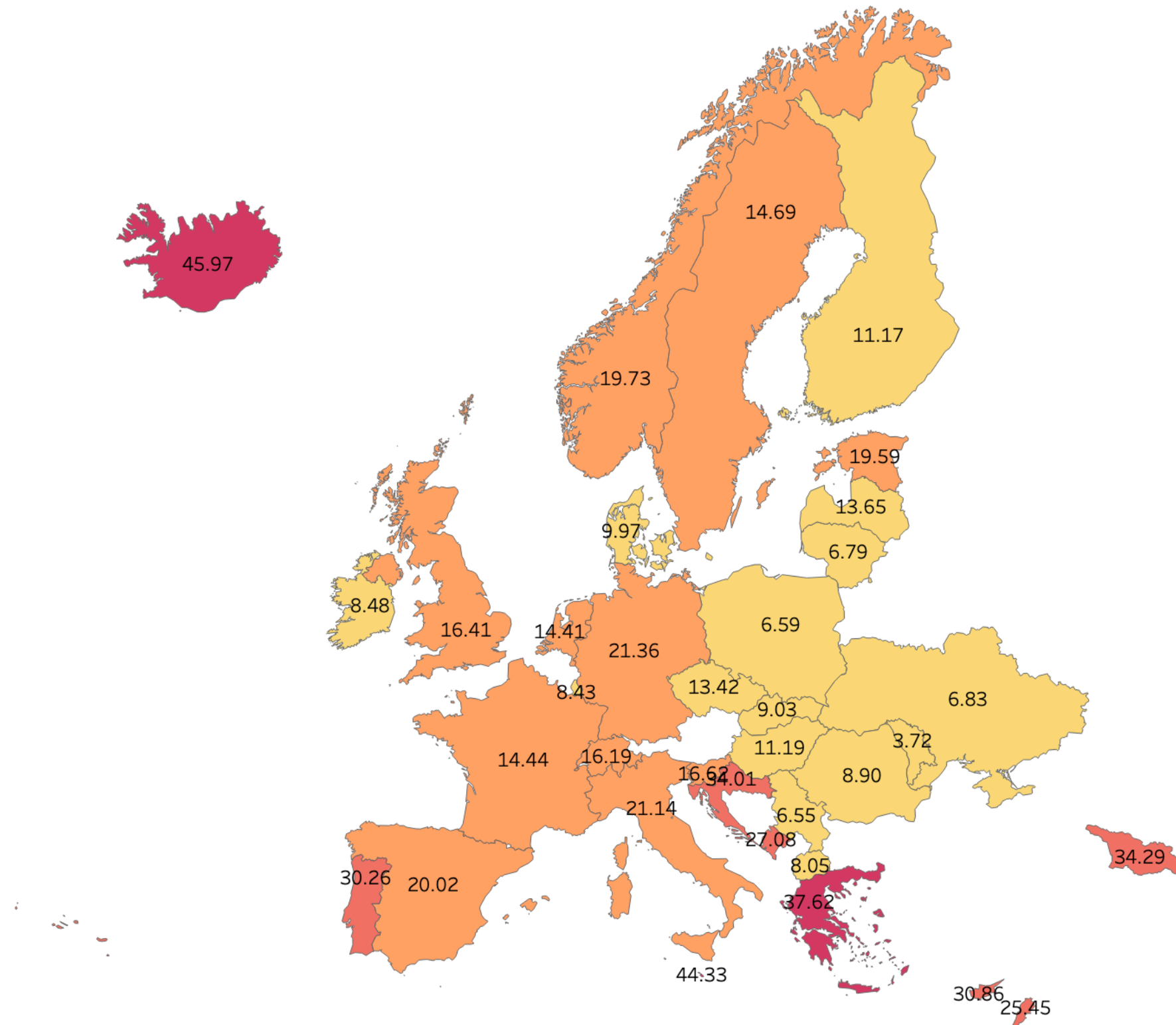
Highlight Country Name 🔍

SUM(2019)



Travel and Tourism Total Contribution in Economy

% Share of Total Employment from Tourism Industry (2019)



Share of Tourism Indust...

% share of total employ... ▼

Highlight Country Name

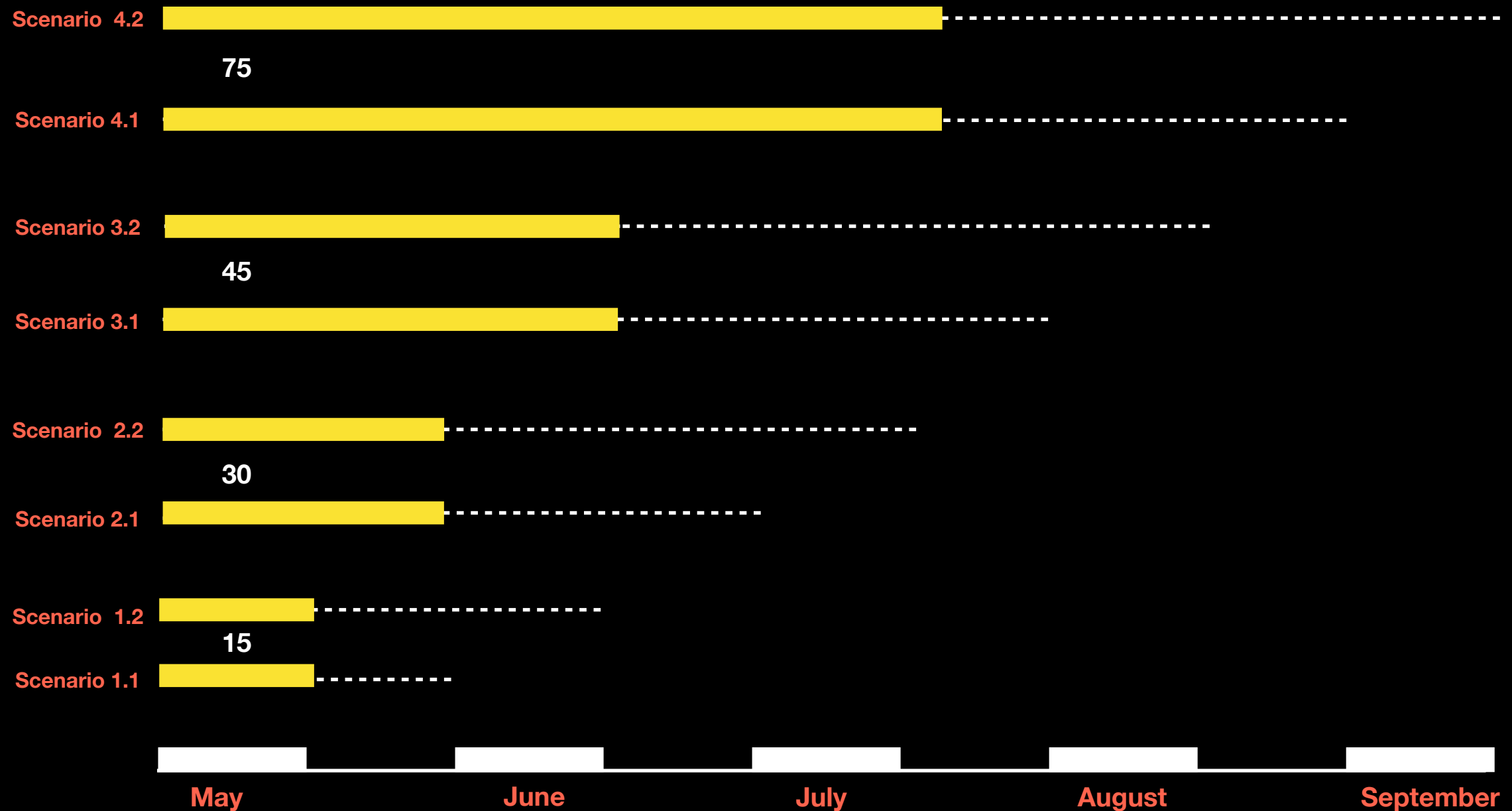
Highlight Country Name 🔍

SUM(2019)



Solution

Scenarios



Mathematical Model

a)

$$B_s = \sigma \left[J_s \left(p \left(\frac{R.m}{X_i} \right) + B_{sustainability} \right) \right]$$

b)

$$\sigma = \frac{1}{1 + e^{-A}}$$

c)

$$A = J_s \left(p \frac{R.m}{X_i} + B_{sustainability} \right)$$

d)

$$p = \frac{1}{c} \sum_{i=1}^c n P_i(A|B)$$

e)

$$B_{sustainability} = Cash_i - Cash_{out}$$

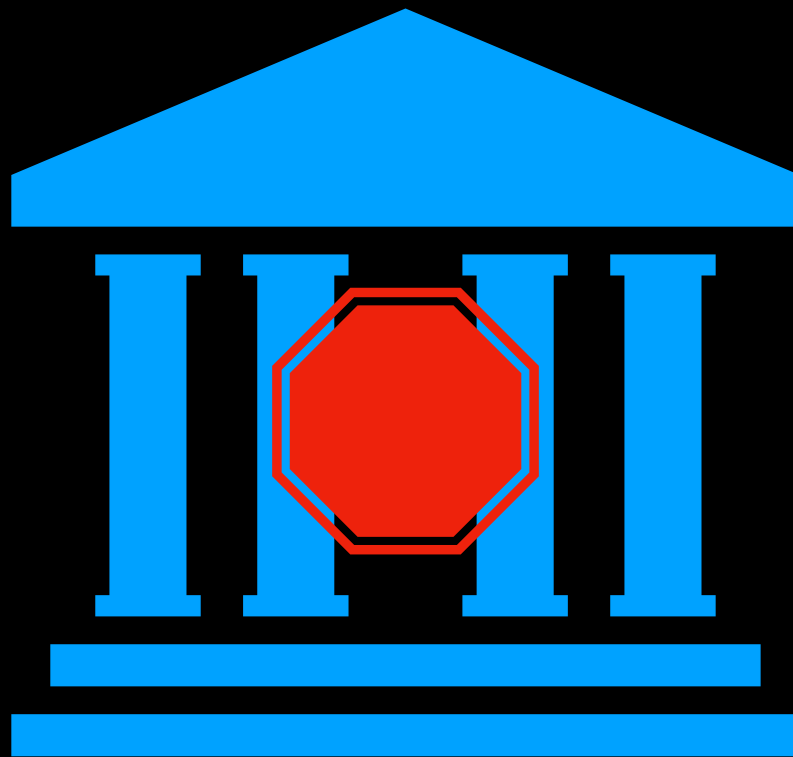
f)

$$Cash_{In} = \sum_{t=1}^n (J_t + K_t + L_t)$$

g)

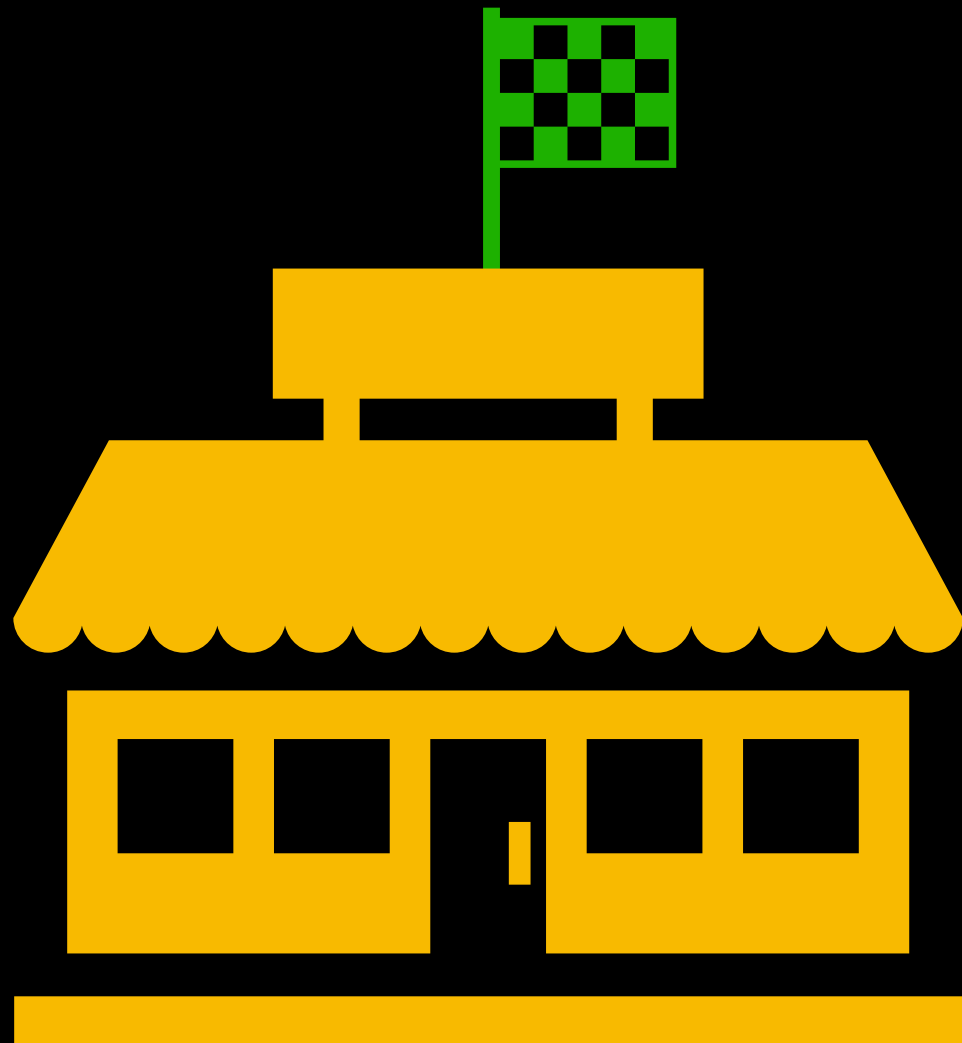
$$Cash_{out} = \sum_{t=1}^n (I_t + S_t + U_t)$$

Financial Health Checkup

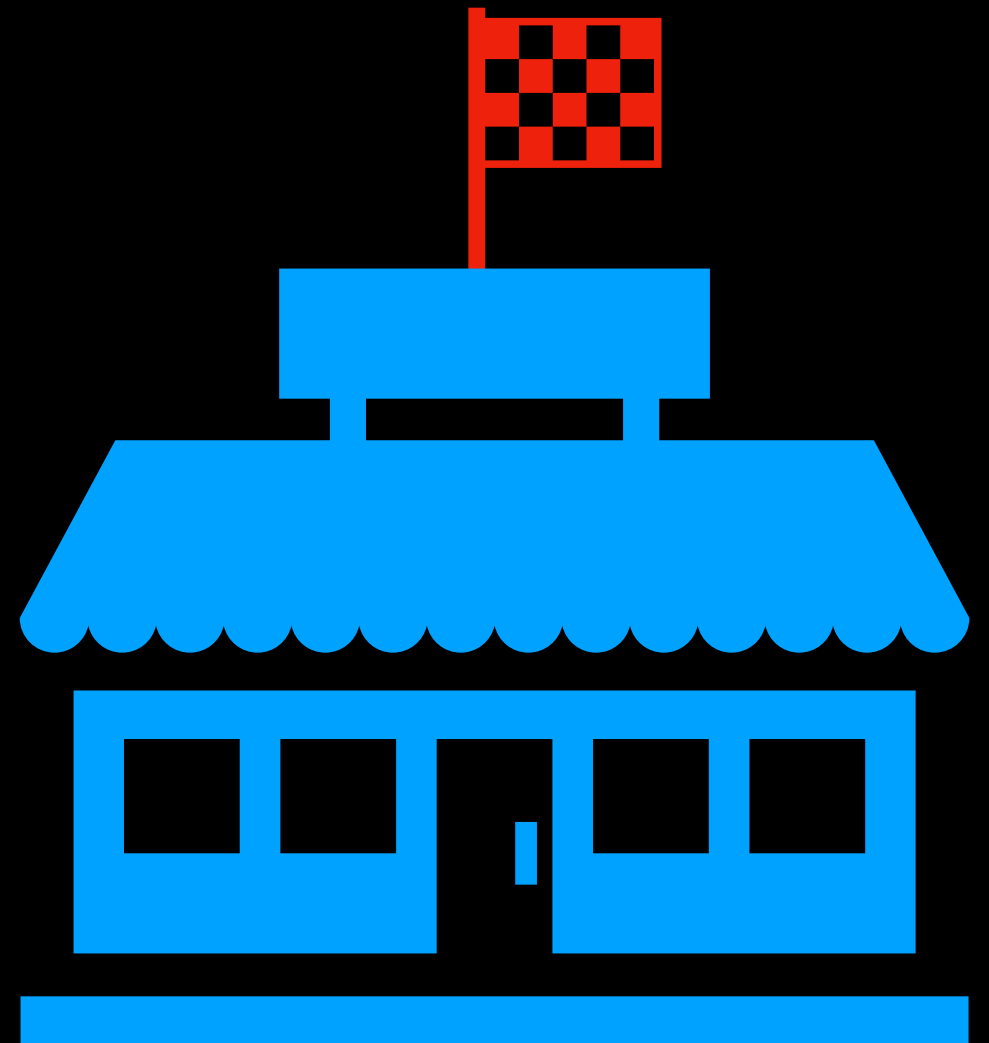


Bankruptcy Identification

Rating to SMEs



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Inside Euronext Business Model Canvas

Key Partners



- Management Consulting
- Banking Institutions
- SMEs
- Peer-to-peer lending

Key Activities



- Track SME operation cost
- Risk analysis
- Provide rating to SMEs
- Connect with financial institutions

Key Resources



- People
- Machine Learning
- Cloud services

Value Proposition



- Providing platform for SMEs to be heard
- Financial health checkup for the companies.
- Multivariate Financial Model for Identifying Financial Shortfalls of SMEs.

Relationships



- Government
- Banks
- Credit Agencies
- Accelerators

Channels



- Mobile app
- Website
- Social media
- Business forums

Customers Segments



- Management Consulting
- Private Investors
- SMEs
- Governments
- Commercial Banks
- Credit agencies
- Peer-to-peer lending

Expenditures (Cost Structure)



- Software engineers
- Marketing
- Licenses
- Utility cost
- Cloud service cost
- Payroll
- Insurance
- Taxes

Income (Revenue Streams)



- Service fees
- Advertisements
- Subscription fees
- Loan fees

“To be successful, you have to have your heart in your business, and your business in your heart.”