

SEBA

Assignment 1



Team 03

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Sonja Krafft
Kexin Liu
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Our Team



Jennifer
Developer
Master Information
Systems



Kexin
Developer
Master Information
Systems



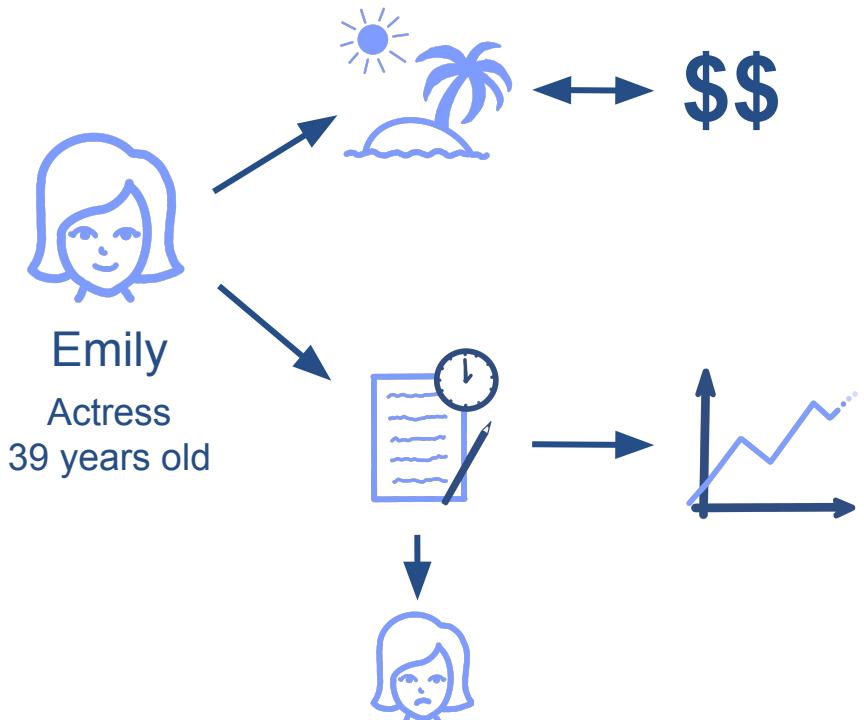
Sonja
Developer
Master Informatics



Tobias
Developer
Master Informatics

Business Idea

The Problem



Our Solution



Automated
Analysis



Overviews



Budget
Categories



Data Security



Business Model Canvas

Customer Segment



Private Customers
Self-employed Customers



Many Transactions



Critical Budgets

Key Proposition



Key Activities

Analysis of Bank Transactions



Maintenance & Feature Development



Key Resources

Banking API



Authentication & Secret Service



Human Resources



Computational Resources

Financial Resources

Key Partners

Banking API Provider

Authentication & Secret Service Provider



Banks



Customer Relationships

Channels

In-App Feedback



Notifications & Mails



Mails

Social Media

Internet Marketing
(e.g. banner ads)



Cost Structure

Monthly fees for APIs



Computational Costs
(Cloud Provider)



Company Fix Costs



Revenue Stream

Monthly fee for each
premium user



Advertisements for users
without subscriptions





BUDGETLY