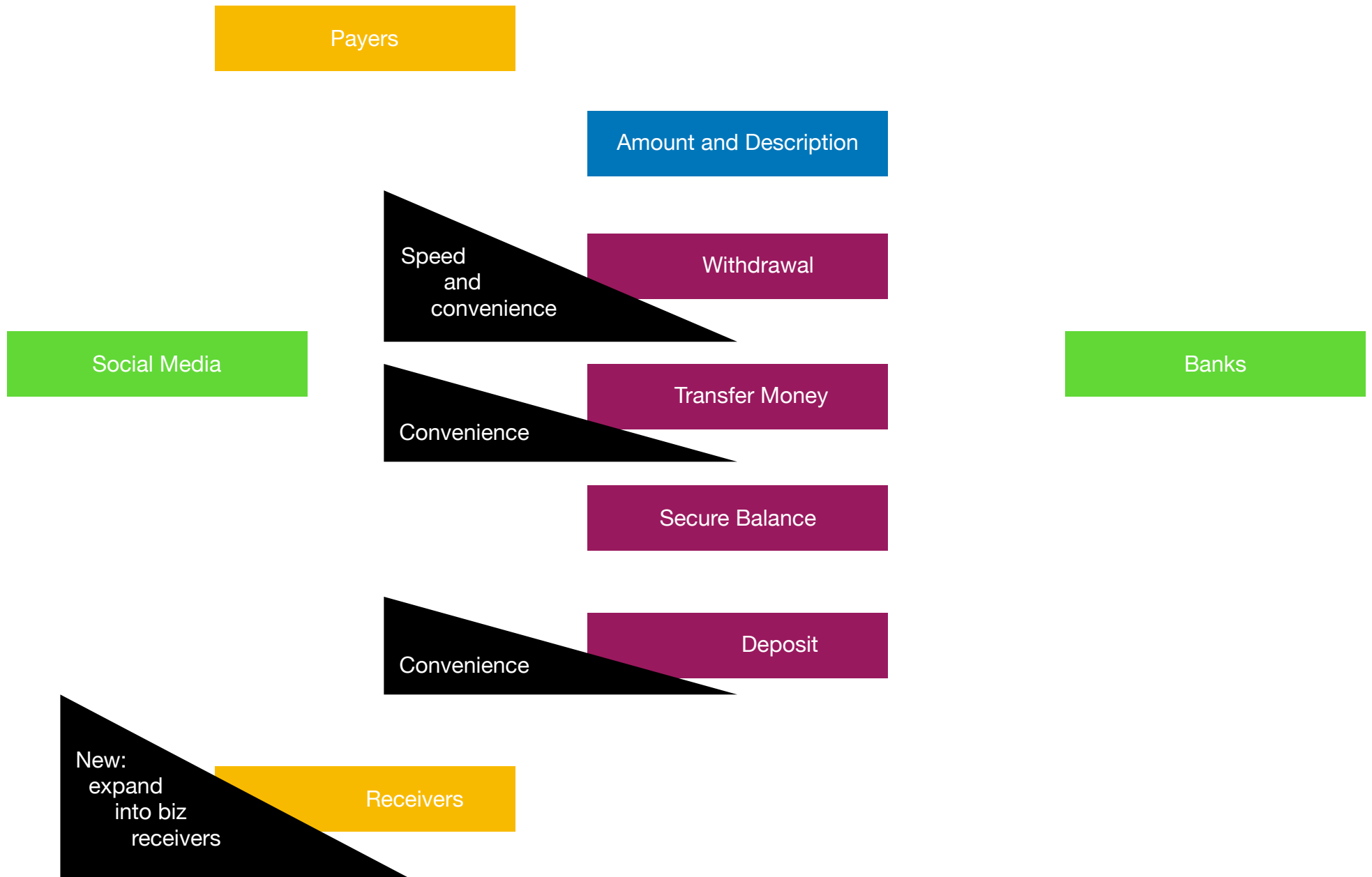


System Diagram for Venmo:



Potential new wedge for Venmo: Expand the group of money recipients into the business realm.

Currently, the Venmo platform offers great convenience and speed for everyday money transactions like splitting a bill. Its social media function also offered a fun way for people share some of the daily activities involving such transactions. Many people, especially those of younger age, have started to rely on the platform for small-amount people-to-people transactions. However, these added convenience and fun brought by Venmo have not extended to people-to-business transactions. People still have to rely on traditional bank cards, or platform-specific tools like Android pay or Apple Pay, to pay for transactions like buying a coffee. More importantly, to the best of my knowledge, Venmo has not been able to profit from its superior services offered yet, which threatens its ability to sustain the existing wedges. By expanding into the people-to-business transactions realm, Venmo can consolidate its existing wedges by offering an even greater level of convenience by adding a large number of potential recipients. Moreover, its social media arm can now function as an advertising platform for business customers. By leveraging the existing customer base and advertising functionality, Venmo can make use of its new Wedge in people-to-business transactions to consolidate its market share and become profitable.