
1. Business Model

The proposed partnership is the creation of a venture in Thailand that will allow users to access their digitized funds through a Smart Purse account. An innovative application, developed in-house by the partners in agreement, will be employed to offer services related P2P transfer of funds among the users on the platform including individuals, merchants, and enterprises, outside the current scope of banking institutions.

The company will make use of sophisticated “Blockchain Technology” to facilitate transactions, similar to Coins.ph (Philippines), Abra (US), Bitspark (Hong Kong), and Volabit (Mexico). The venture will also establish a network of Mobile Cash Teller for its users that will allow easy withdrawal of funds from their accounts, along with the ability to make smooth and secure online payments to service vendors. Such services will be executed through logging into their account, and the venture will establish partnerships with various domestic network vendors such as DTH operators, Mobile network vendors, and utility providers.

Target Market

The target market for the venture will include individuals, merchants, companies, and service vendors who tend to engage in online funds transfer. The target in the initial years of operations will be migrant workers of Myanmar who work in Thailand. After successful deployment of business within Thailand, the venture has plans to expand its target market progressively to cover the ASEAN region—targeting Indonesia and Philippines, and later to the other parts of the world such as India, China and Mexico. The venture will target individuals to transfer and withdraw funds through their accounts, as well as to make online payments to various service providers. Whereas, the said partnering entities will establish other partnerships with various service vendors to allow its users to make online payments for their services through its smart card.

Features

The services that will be provided by Bey Flow through establishing the proposed partnership will include:

- **Online funds transfer among users**, to enable exchange of digitized funds among individuals and organizations via electronic gateways at ease, with ability to access funds on its platforms using internet capable devices.
- **Funds withdrawal**, to allow users to withdraw cash on-the-go by converting amount of cryptocurrency in their Smart Purse accounts to fiat currency by using Bey Flow’s Mobile Cash Teller network.

- **Online payments**, to service vendors from their Smart Purse account to allow users to manage their bills and top-up more easily and conveniently while providing time saving benefits. The service vendors include financial institutions, mobile operators, utility providers, convenience stores, transportation network, and educational institutes, among others.

USP

Enable transfer of funds from one party's account to another party for its users through safe and secure gateways, along with online payment and funds withdrawal options.

Business Model Canvas

Following table shows the business model in brief;

Key Partners	Key Activities	Value Propositions	Customer Relationship	Customer Segments
Investors Financial Institutions Service Vendors Customers	Establishing a wide user's network and managing user's profiles Employ Smart Purse technology for the funds access Allow users to add funds to their Bey Flow account using Smart Purse Develop Smart Cards for its users Establish partnerships with various service vendors	Allow transfer of funds among the users including B2B, B2C and C2C transactions Employ modern methods of funds transfers through email addresses and Facebook. Enable users to make online payment through their Smart Purse account to various service providers such as DTH operators, Mobile network vendors, and utility providers Withdrawal of funds from their account through the Bey Flow's Mobile Cash Teller network	User-friendly website and application Smooth and secure terminals for funds transfer Explicit charges and fees structure for funds withdrawal and transfer Clear terms and conditions Dedicated sales and marketing team	End users including individuals, merchants, Trade partners, dealers, and enterprises Service Vendors
Cost Structure			Revenue Streams	
Main associated costs include: facilities or physical infrastructure related expenses (land acquisition or rent, furniture, computers, etc.), Technical costs (Website and Application development), Marketing expenses, insurance and taxes, utilities, employee wages and compensations, maintenance costs, and costs related with funds transfers and withdrawal.			Revenue from individuals, merchants, and enterprises using the company's services Revenue from partner service providers in form of commissions	