



Qapital Canvas



Key Partnerships

Similar to many other Fintechs, Qapital has a host of partnerships to tap into different layers of the Financial Services ecosystem.

Lincoln Savings Bank is Qapital's banking partner, along with the Visa Debit card

Spinwheel.io is their partner on the Debt Wrangler product for student loan debt

Qapital is not a bank, it is a brokerage, so its Partners help to meet all regulatory requirements (FDIC Insured), while Qapital grows its user base



Key Resources

Brand, Product

- **Qapital** has built a trustworthy brand, which is very important when dealing with money
- Their core product (PFM, budgeting) is very highly ranked, well-liked by millions



Key Activities

Grow Amid Competition, Innovate

- Despite what appears to be a successful business model, competition remains high
- Requires them to continue to innovate and break outside of the PFM "mold"



Value Proposition

Personal Financial Management (PFM) app to help individuals, couples, and families save money and put funds towards future goals:

- Multiple tools to help tackles debts, reduce expenses, and invest
- Advertise that the average user will 'save on average \$4,300 per year' using the app



Qapital



Customer Relationships

In-App, Chat Based

- Relationships are managed digitally, no phone support
- Highly-rated across multiple channels, user satisfaction is high



Channels

Blogs, Financial Media

- Bloggers - particularly among younger consumers - have big influence in the money space
- Financial media places Qapital among 'best money savings apps,' builds trust



Customer Segments

Millennials, Middle-Income Earners, Investors

- **Millennials** appear to be core Customer Segment based on blogs and marketing materials
- **Middle-Income Earners** seem to be a target, as they understand the value of saving the extra money despite the monthly cost
- **Investors** - while not a dedicated investing platform, it attracts investors who want to channel savings into various ETFs



Cost Structure

App Development - the app has millions of users and an array of possible features, requires ongoing dev. + maintenance

Customer Acquisition - costs to acquire new customers remain high as competition intensifies

Regulatory - regulatory oversight & compliance (w/ partners)



Revenue Streams

Subscription Revenue: \$3, \$6, and \$12 monthly subscription products; more than 2 million users as of mid 2022

Interchange Fees: having a Checking Account is optional; Qapital makes money each time a user pays with their debit card (~ \$0.23 avg fee in the U.S. market)