Business Model Canvas · Doble D

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KEY PARTNERS

- Partner regulated entity (broker-dealer / ITF)
- Payment processors (Mercado Pago, SPEI)
- USDC exchanges and custodians
- LLM providers

KEY ACTIVITIES

- Agent development and risk control
- AML/KYC compliance
- User support and education
- Reporting and transparency

KEY RESOURCES

- Trading agent fleet
- In-house KYC engine
- Double-entry ledger
- Brand and community

VALUE PROPOSITION

- **Automated 24/7 AI investing**
- **Rule-capped risk**
- **Per-trade transparency**
- **Pay only if you win**

CUSTOMER RELATIONSHIPS

- Self-service app
- Community and referrals
- Agent reasoning report

CHANNELS

- Web/app
- Referrals
- Social media and educational content
- Partnerships

SEGMENTS

- Digital professionals 25–45
- CetesDirecto/GBM/Nu users
- USDC holders

COST STRUCTURE

- AI and compliance team
- Compute and market data
- Legal and regulatory
- User acquisition

REVENUE STREAMS

- Performance fee (30–50%)
- Premium plans
- Infrastructure licensing (future)