E-Commerce Industry- Mobile Wallets
Subject: Business Creation (Sector Analysis)

EXECUTIVE SUMMARY

Business Opportunity:
With some 15 million visually impaired citizens, India has the highest number of blind people in the world.

Yet, they have been largely ignored as the demonstration drive on in the country aimed at cutting back on cash in the economy. Generally, hard cash, whether in currency notes or coins, have features for the blind to use. Depending on their make, ATMs have buttons on buttons and come as a real challenge.

With the advent of digital banking and rise of online financial institutions, it is often considered that some of the most basic banking tasks typically do not require assistance including checking one’s account balance, withdrawing cash or sending money to friends and paying bills.

However, around 255 million visually impaired people globally, do not have the privilege of such independence. As per a survey majority of the blind and partially sighted people rely on family and friends to manage their finances, with 60% of the people managing their financial affairs with the assistance of family and friends (57%) or other people (12%).

It’s important for apps to have built-in features to talk to users in a language preferred by the user. Modern Apps also need to have simplified user interface settings for the visually challenged.

Taking advantage of the Market:
The switch to Digital can actually become a boon for blind citizens, because they can access services independently with the help of computers and smartphones. As the interface between service providers and end users turns digital, banking apps, taxi and other transport apps, navigation apps, etc. can all be accessible with the click of a button or a voice command.

• Depending on another individual can go down in all these services become digitally accessible to the blind.

Paytm will join the Digital India bandwagon and widen the scope of their business by including checking one’s account balance, withdrawing cash or sending money to friends and paying bills.

Paytm will be RBI, Banks/NBFC and other transport apps, navigation apps, etc. can all be accessible with the click of a button or a voice command.

Value Chain of Wallet payment for visually impaired

Operational Value Chain

Value chain analysis of payment wallets for visually impaired would be similar to normal digital wallet except for the process of data input and method of input. Visually impaired person while making payment through wallets would communicate to wallet interface via voice recognition feature wherein he/she would give input details like amount to be paid and recipient’s details. The interface would then process the given information and authenticate it and then allow the the money transfer. In this process to maintain the safety and security feature the login to wallet app would be biometric or it would have face recognition system to authenticate the original user of the account.

BMC MODEL

The target customers for our proposed business model canvas are visually impaired youth and adult who have bank account of their own. Through this model we want to empower visually impaired people to make their financial transactions independently and provide them a convergence platform for the same. The key activities involved for their financial transaction via digital payment wallet would be recharge, bill payment, money transfer etc. For this the key participants involved would be RBB, Banks/NBFC’s and retailers. The cost involved for the same would be the cost

Value chain of wallet payment for visually impaired

<table>
<thead>
<tr>
<th>Value proposition</th>
<th>Customer relationship</th>
<th>Customer segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empowering visually impaired youths and adults by providing them transaction platform</td>
<td>To our target group provide safe, secure and user friendly transaction option</td>
<td>Visually impaired youths/adults</td>
</tr>
</tbody>
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Key partners
• Bank/NBC
• Retailers
• RBI
• Telecom partners

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<tr>
<th>Key activities</th>
<th>Key partners</th>
<th>Key resources</th>
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<tbody>
<tr>
<td>Recharge Services</td>
<td>Bank/NBFC</td>
<td>Digital platform</td>
</tr>
<tr>
<td>Bill Payments</td>
<td>Retailers</td>
<td>Data</td>
</tr>
<tr>
<td>Payment Solutions</td>
<td>RBI</td>
<td>Payment Solutions</td>
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Cost structure
• Customer acquisition
• Marketing
• Promotions

Business model canvas of payment wallets for visually impaired

Mobile Wallet Market: Regional Segment Analysis
- North America
- U.S.
- Europe
- Germany
- India
- UK
- Latin America

Need Analysis:

Target Customers and benefits:

Where does the idea fit into the competitive landscape?

The real rampart for the blind is when they are not able to access the new-age apps for carrying out their daily shopping & other payments. We would have a first mover advantage in this space & trying to solve on their pain points would help us tap the potential untapped market.

How will our idea scale?

In this rental technological era the number of smart phone users in India would scale up drastically there by ensuring the scalability of the business. India has a 77% smartphone user population leaving a huge opportunity for us to serve the blind population & resolving their pain points.

STAKEHOLDER

<table>
<thead>
<tr>
<th>Name</th>
<th>Company or Role</th>
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<tbody>
<tr>
<td>Bhavesh shah</td>
<td>Product Manager</td>
</tr>
<tr>
<td>Shraddha Ghag</td>
<td>COO</td>
</tr>
</tbody>
</table>

Group Members

- Bhavesh shah
- Shraddha Ghag
- Shweta Kaley