

Robinhood Canvas



Key Partnerships

Robinhood is backed by many powerful players in the Finance industry, along with being funded by top-tier VCs

For the **Cash Management** product, partnership with Mastercard and Sutton Bank to enable debit-card functionality

As the company moves into new markets like 'IPO Access,' they may form new strategic partnerships to help them take on incumbents

Key Resources

Brand, Capital, Technology

- **Robinhood brand speaks to younger Gens in stock market**
- Large amount of capital enables them to continue innovating
- Technology platform enables scaling

Key Activities

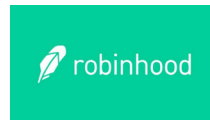
Rebuild Trust, Harvest Platform Scale

- As with all of Financial Services, customer trust remains key
- Harvest new revenue streams and enhance profitability around power users

Value Proposition

No-commission, easy-to-use trading platform for assets ranging from stocks to cryptos.

- **No-Commission Trades** for U.S traders of stocks, options, etc.
- **Robinhood Crypto** for U.S traders. No-Commission model
- **Robinhood Gold**- Subscription service with advanced trading features



Customer Relationships

Reddit forums, Social Media, Automated

- Young CEO and staff engage with customers on reddit and social media platforms
- A lot of their Support is automated

Channels

Referral-Based Model, In-App Support

- Early referral-based growth means strong community online and in forums
- Support is offered to customers for queries in their mobile app and on their website

Customer Segments

Gen Z, Millennials, Discount traders

- Gen Z traders looking for exposure to a mix of equity and crypto assets love Robinhood's zero-commission model
- Millennials looking for ETFs and crypto assets are more likely to choose trading platforms with low fees and intuitive, mobile-first interfaces
- Discount traders can save money on Robinhood for many trading products

Cost Structure

Trading Platform - Robinhood is developing multiple new products, requires significant investment in the team of designers, developers, and software engineers

Regulatory Compliance- the company has faced regulatory and compliance challenges, requires investment in compliance staff, regulatory resources and risk management

Revenue Streams

PFOF (Payment For Order Flow): is the majority of Robinhood's revenue. Orders routed to hedge funds for a fee

Interest Income: on uninvested cash balances (2nd biggest revenue stream) and margin trading

Robinhood Gold: Subscription for \$5 per month

IPO Access (New): underwriters fee paid to Robinhood