



Key Partnerships

Mastercard

- Mastercard partnership enabled Transferwise to offer their customers payments in the physical world

Monzo

- Partnerships with Challenger Banks like Monzo are a win-win, creating a new customer base and offering those customers a high-value service

Novo API

- New API for US-based Novo creates new partner stream

Key Resources

Brand, Members, Partners

- Transferwise is synonymous with trust as a brand
- Large 'Member' base and value-added services via Partners

Key Activities

Product Development, New Markets

- 'Transferwise for Banks' API in the US is an example of how product development is helping them reach new markets
- Global opportunities with FI partners

Value Proposition

Low fee, digital-only forex service and Borderless bank

- Saves consumers up to 90% on fees for wire transfers and currency exchange
- Borderless and Business accounts enable payments, remittance and spending account for personal and business usage



Customer Relationships

Digital Only

- Strong customer support, via phone and digitally
- Maintain a 4.6/5 rating on TrustPilot, indicating very good Customer Rel.

Channels

App, Partners

- Most customers interact with mobile or web app
- Many partners offer the ability to use Transferwise through their own service/application

Customer Segments

Everyday consumers, businesses, freelancers

- More than 6 million customers globally, more than £1bn in deposits
- More than 100,000 small and medium-sized businesses opening an account each month
- Freelancers are one niche market that may use either the Borderless or Business account to meet their needs

Cost Structure

Technology Development, Partner Integrations

Marketing, Customer Support, New Tools for Consumers

Regulations, Compliance, Payments Licenses

Revenue Streams

Primary: company makes ~0.7% on any currency-exchange done through their platform, or their partner platforms

Future: with more than £1bn in deposits, Transferwise may start trying to make money in more traditional banking services