



Venmo Canvas



Key Partnerships

Venmo has been owned by Paypal since 2015, so in a sense they function as a 'Key Partner' given the strategy to turn Venmo into a dominant payments network.

Amazon partnership enables seamless checkout for any Venmo user buying products on Amazon

Venmo Credit Card was launched in collaboration with Visa and Synchrony Bank in the U.S.

Key Resources

Brand, Paypal, Product

- 'Venmo me' is a common expression in the U.S. market
- Banking license enables expansion of core financial services
- Venmo product functions seamlessly, scalable

Key Activities

Revenue Generation, User Retention

- Growing revenues on merchant transactions, increasing transaction throughput
- User retention vs. Cash App and Zelle will be critical

Value Proposition

P2P (Peer-to-Peer) Payments Network offering a full-suite of banking services to users across the U.S.

- **No Fee** peer-to-peer money transfers
- **Banking Services** - instant transfers, credit card, buy/sell cryptocurrencies
- **Seamless Checkout** with 2 million + Venmo merchants and Amazon



Customer Relationships

In-App Customer Service

- Venmo offer in-app Customer Service for questions/problems
- Encourage retention with benefits like 'Cashback'

Channels

Referrals, Social Marketing,

- Currently offering a \$10 referral bonus for new referrals
- Focus marketing around splitting payments, sharing bills, etc.

Customer Segments

U.S. Millennials

- Millions of millennials across U.S. use Venmo, with this demographic making up ~50% of their user base

U.S. Merchants, Amazon sellers

- More than 2 million merchants across the U.S. use Venmo for their business transactions
- Venmo is also accepted on Amazon at checkout, which further broadens the merchant platform

Cost Structure

Product Development (Tech) - ongoing development of the platform, APIs, etc.

Sales & Marketing - user acquisition, branding + sponsorship, referral bonuses, etc.

Customer Support - Customer support for Venmo users

Revenue Streams

Take Rate (%): Net Revenue earned from merchant transactions on the Venmo network. In line with Paypal's core business model, which has an average Total Take Rate of 2%

Banking Services: fees earned on services such as Instant Transfers, Buy/Sell Cryptocurrencies, Credit Cards, etc.