

Маркетинг в финансовой сфере

# Клиентоориентированность

Ситуации, затруднения, вопросы и решения

29

USA

ELVIS

Тренды



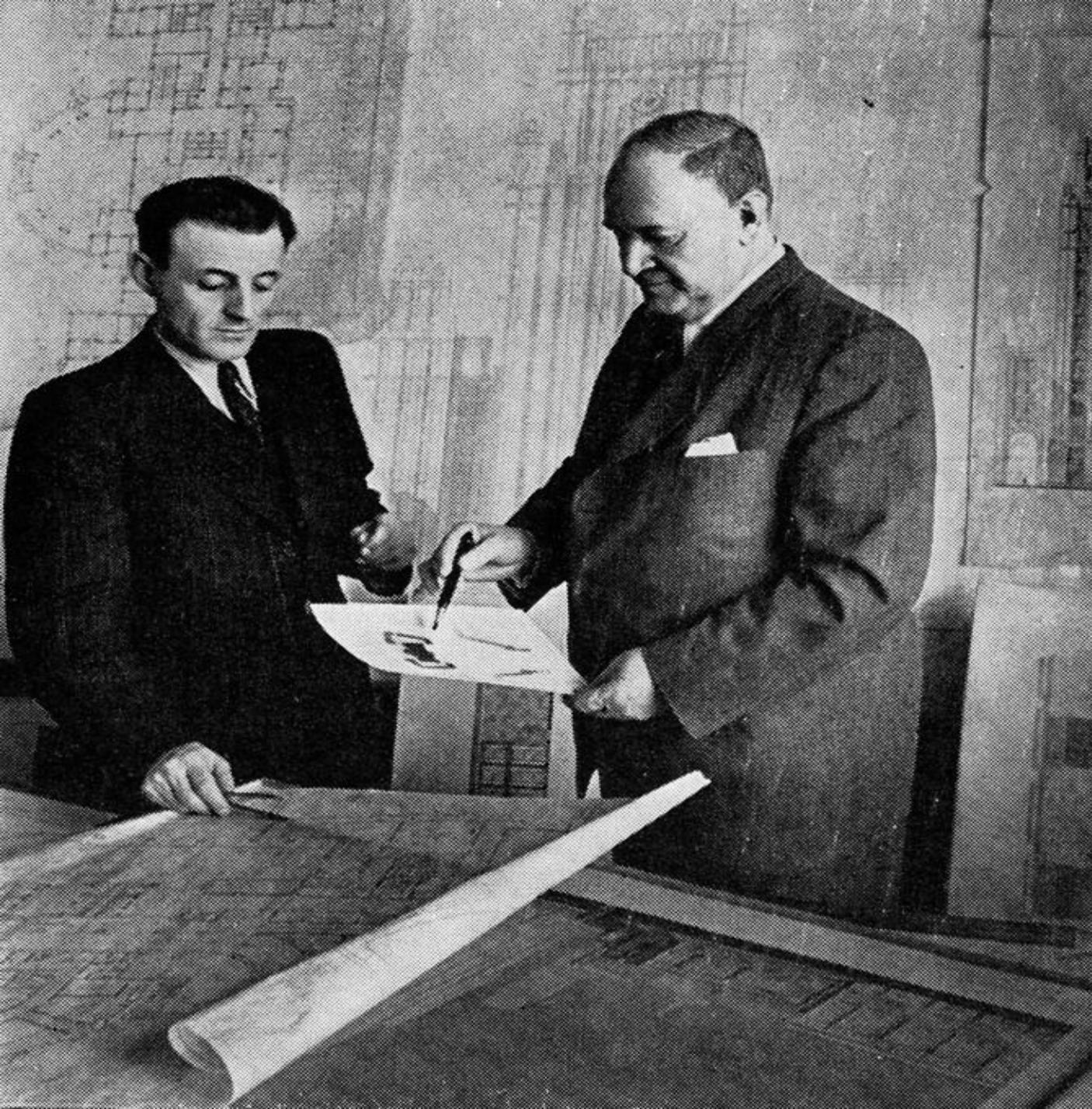
**Взглянем правде в  
глаза**



Поговорим **о доверии**



**Что делает счастливым**



**Поговорим о решениях**

# The Business Model Canvas

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## People-to-people lending. It's an old idea that's new again.

People who need money request it, and other people bid for the privilege of lending it to them. Prosper makes sure everything is safe, fair and easy. Here's how it works:



Joe Davis, Volunteer Firefighter, needs a small loan.

So he posts a listing for a loan with the amount he needs and a rate he can afford.

Loan period: 3 years

Amount requested:

Maximum interest rate:  %

Create Listing



Lisa Barron has a little bit of money to lend.

Lisa, along with other lenders like her, bid on Joe's listing with an amount they're willing to lend at a rate they think is fair.

Bids

\$2,000.00	5.25%	✓
\$1,000.00	5.50%	✓
\$1,500.00	5.65%	✗

Lent \$3,000.00 @ 5.50%



When the listing ends, the bids with the lowest rates are combined into a single 3-year loan for Joe.



Each month, Joe's payment is deducted from his bank account and deposited into his lenders' accounts until the loan is repaid.

Join Prosper now to get started >>>

# Снижаем стоимость с 3% до



**Модель** ТРАНСПАРЕТНОСТЬ



# Как получают **ЛОЯЛЬНОСТЬ** **ИНВЕСТОРОВ**

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Date: 09/27/06 Wed

All Day

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09/27/2006 - 09:58 AM

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09/27/2006 - 09:58 AM

[Results of 2006 Survey of 750 Life Scientists about the Types of Flow Cytometry Reagents and Flow Cytometers That They Use and Their Opinions Regarding Suppliers in This Market](#)

RESEARCH AND MARKETS

09/27/2006 - 09:57 AM

[Healthnostics Expands Upon Recent Developments](#)

09/27/2006 - 09:57 AM

["Trading Spaces" Designer, Laurie Smith, Signs with Olympic Paints and Stains](#)

09/27/2006 - 09:55 AM

[CAM Global Fin S.A. UK Regulatory Announcement: FRN Variable Rate Fix](#)

09/27/2006 - 09:55 AM

[Alliance & Leicester UK Regulatory Announcement: FRN Variable Rate Fix](#)

09/27/2006 - 09:55 AM

[Gain an Overview of China's Total Non-Food Market, With Retail Sales and Value Trends Up To 2005](#)

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09/27/2006 - 09:51 AM

[LearnKey Introduces Online Medical Training Programs](#)

LearnKey

09/27/2006 - 09:50 AM

[A Consumer Advocacy Group Has Asked the FDA to Restrict the Antimicrobial Agent Triclosan in Germ Fighting Soaps - Soap, Bath and Shower Products - US - August 2006](#)

RESEARCH AND MARKETS

09/27/2006 - 09:50 AM

[Northern Rock PLC UK Regulatory Announcement: FRN Variable Rate Fix](#)

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## NEWSLETTER

In the [September Newsletter](#):

- Top News:** Business Wire and Newforce Announce Strategic Partnership to Provide Suite of Press Release SEO Tools
- Regional News:** Joel Tesch Takes the Helm in San Francisco
- Regional News:** Bryan J Levine Named Regional Manager for Florida

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Valery Chernyshev - CFO

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Valery Chernyshev - CFO



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