Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Local dog walkers	Understanding app's feature extent	Our app connects travelling pet owners with hosts who want to take care of their pets	Close relationships with our first hosts	People who own pets and frequently travel
Local pet shops	Market research to measure app's potential		Word of mouth generation	People who want to earn some extra income by petsitting animals
Pet niche influencers	Developing Website & App prototype	Cheaper than animal hotels	Dedicated service support for pet owners	
	Signing up first beta testers (dog walkers) for our app	Certified hosts and appartments		
	Developing Website & App Alpha version	Statistics based on user reviews		
	Marketing our service using our key channels			

Key Resources	Channels
Pet Nanny Website	Local pet shops
Pet Nanny App	Local advertising websites
Customer reviews	Facebook groups
	Facebook ads
	Google ads
	Pet owner blogs

Cost Structure	Revenue Streams
Startup costs: Website design & Development	10-15% service fee
App design & Development	
	Income from niche-based advertising and affiliates
Monthly costs: Website and app hosting & Maintenance	
Employee salaries	
Marketing costs	