LaunchPad Central

Key Partners

Northwestern University

Pocket

Key Activities

Staff Curation

Comment Moderation

Identify and recruit users

Value Proposition

✅ Discovering and consuming

✅ Streamlining process of

✅ Providing social context to

Customer Relat

Curator for user

Guide to interesting

Respected expert

Customer Segm

✅ Active Pocket users

✅ Millennial news consumers

✅ Avid online news consumers

Key Resources

Heroku

Github

Trello

Channels

Campus Media

Twitter

Email newsletters

Other social

Cost Structure

Hosting Content (servers,etc.)

Advertisements/Outreach

APIs

Revenue Streams

Sponsored Content

Advertisement

Pro Accounts