

Key Partners <ul style="list-style-type: none">• Investors• GIS/Map companies• Social media• Fitness Tracking companies• Parks Departments	Key Activities <ul style="list-style-type: none">• Platform Dev & Maintenance• Marketing & Ads• Trail Location Data• UI Creation	Value Propositions <ul style="list-style-type: none">• Platform to connect individuals with all levels of skill in hiking• Specific to Pittsburgh greater area• Rating scale and comments to provide detail• Provide new friendships• User friendly design• Accuracy• Map layouts	Customers Relationships <ul style="list-style-type: none">• Rating scale and comments of trails and hikes• Hike assistance• Guided technology• Connection with other users• Improvements based of user feedback	Customer Segments <ul style="list-style-type: none">• College students• College alumni• Nature enthusiasts• Fitness enthusiasts• Hikers of all skill levels• Park goers
	Key Resources <ul style="list-style-type: none">• Map network• Parks Departments• Users feedback• Location Data• Perhaps a social media channel• Search engine		Channels <ul style="list-style-type: none">• Website• Social Media• Third Party sites	
Cost Structure <ul style="list-style-type: none">• Marketing and Ads• Sponsorship			Revenue Streams <ul style="list-style-type: none">• Usage fee/subscription• Ad Revenue• Display ad revenue	