 Key Partners Investors GIS/Map companies Social media Fitness Tracking companies Parks Departments 	Platform Dev &	Allow hikers to find hiking grounds easily		Rating scale and comments of trails and hikes Hike assistance Guided technology Connection with other users Improvements based of user feedback	Hikers
	 Map network Parks Departments Users feedback Location Data Perhaps a 			ChannelsWebsiteSocial MediaThird Party sites	
	social media channel • Search engine				
Cost Structure		R	Revenue Streams		
Marketing and AdsSponsorship				evenue ay ad revenue	