Key Partners	Key Activities	Value Propositions		Customers Relationships	Customer Segments
 Investors Map technology companies Social media 	 Platform Dev & Maintenance Marketing & Ads 	 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 		 Rating scale and comments of trails and hikes 	The value proposition targets college students, alumni, professors and hiking lovers within the area.
	Key Resources	friendships		Channels	
	 Map network Fitness inspired Nature enthusiast Perhaps a social media channel 			• Website	
Cost Structure			Revenue Streams		
 Marketing and Ads 				e Revenue olay ad revenue	