

# LaunchPad Central

## Key Partners

Parents' meetup groups

High schools

Elementary Schools

## Key Activities

✔ Mobile Development

User testing to validate

Creating a content strategy

## Key Resources

Apple developer account

## Value Proposition

Provide a mechanism of

Provides a feeling of safety

Fosters the communication

## Customer Relationships

Build localized awareness

Build virtual presence to find

## Customer Segments

Teenagers & their parents

Young Professionals

## Channels

App stores (Android and

## Cost Structure

Back end server

Advertising costs

## Revenue Streams

Premium model

