

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
<ul style="list-style-type: none">-Hoverlay-Home Depot-Local home department stores-Google Play Store-App Store-4G and 5G Service Providers-Product Manufacturers and Local/International Shipping-Google and Apple Maps-3D Printing and Hardware Vendors	<ul style="list-style-type: none">-Software Development and live service updates-Marketing-Crowdsourcing suitable and easy UI as well as ensuring functionality to meet consumer needs when performing exterior work and outlook-Ensure affordability, support, and efficient/effective	<ul style="list-style-type: none">- DigSight delivers an application/ glasses that allows the user/ contractor to view an overlay of underground pipelines over a designated area rather than calling 811-Dig or just blindly digging.- Offers an accurate layout of underground pipelines- Accurately tracks your location to display AR content- User does not have to wait for a set amount of time like 811-Dig-Accurately enables users to digitally plan out their design	<ul style="list-style-type: none">- Online ads- In-store demos- Word-of-mouth referrals- Application demos through social media-Influencers and key partnerships with major online corporations	<ul style="list-style-type: none">-Real Estate Agents-Gardeners-Plumbers-Electricians-Exterior Designers-Construction Workers-Home Improvement Contractors-Homeowners interested in DIY challenges
	Key Resources		Channels	
	<ul style="list-style-type: none">i) Internal<ul style="list-style-type: none">-Software Developers and UI/UX team-Customer Support and Performance Analysis-Sale Analyticsii) External<ul style="list-style-type: none">-Key Manufacturers and Distributors		<ul style="list-style-type: none">- Home Depot and local stores newsletters- Social media promotions- Cable and online ads- Customer feedback	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none">-Cost of Manufacturing DigSight AR device and software maintenance-Cost of Marketing-Cost of contractors, local vendors, and shipping/distribution			<ul style="list-style-type: none">- Profit from AR device sales- Profit from DigSight software sales-Monthly subscription/rental fee of software and device	