

Stanford University

## Technology Entrepreneurship

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## New Review

## Submission

## Smart TV applications for bars and venues

Key Partnership	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"><li>* Advertisement agencies partnerships</li><li>* Bars partnerships</li><li>* Hardware vendors</li><li>* ISP partnerships</li></ul>	<ul style="list-style-type: none"><li>- Development of TV to Smart phone server</li><li>- Games and apps creation</li><li>- Technical support</li><li>- Customer relationship and partnership management</li></ul>	Smart tv applications (using samsung and Chrome cast technology) for bars and venues. The apps allow customers to play and interact with other customers using their smartphones. The value proposition includes: increase the consumption (for bar and venues owners benefit), entertain bar customers to improve retention and provide advertising for brands. Some examples of apps are: Poker, Pictionary, video jukebox, sport games.	<ul style="list-style-type: none"><li>* Acquisition (for bar owners, brands and agencies):<ul style="list-style-type: none"><li>- Call center</li><li>- Email</li><li>- Direct visits with sales representatives</li></ul></li><li>* Customer retention (for bar owners and bar customers):<ul style="list-style-type: none"><li>- Automated content updates</li></ul></li><li>* Customer retention (for agencies and brands):<ul style="list-style-type: none"><li>- Automated brand ads update</li></ul></li><li>* Technical support (for bar owners)</li></ul>	Multi-sided platform: <ul style="list-style-type: none"><li>* Bar and venues owners</li><li>* Companies that want to advertise their brands</li><li>* Bar and venues customers</li><li>* Advertisement agencies</li></ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"><li>* Smart TVs or chrome cast for available installed TVs</li><li>* Internet connection in bars and venues</li><li>* Developer team</li><li>* Graphic design team</li><li>* Technical Support team</li><li>* Sales force team</li></ul>		<ul style="list-style-type: none"><li>* Website</li><li>* Sales force</li><li>* Advertisement agencies partnerships</li></ul>	

## Evaluation Form

Please give feedback to the team.

## A. Feedback

Please give helpful feedback to the team. Note "feedback of this is not acceptable. You can't change anything."

I think this would improve bars and venues and...

body p

## Feedback Capture Grid