

Key Partners



- The university (Access to VOW, SRC chapters, Student societies to help create awareness.)
- MTN to integrate MOMO payment, possibly get discounts and tech support.
- SAPS (increased police presence in locations marked unsafe)
- PAXI/ARAMEX(getting drop boxes added to drop pin locations)
- Wits Buses (transport to drop pin locations)

Key Activities



- Research Payment Gateways
- Make UI/UX, Backend, Frontend
- Research Competitors
- Research Campus entrepreneurship structures
- Research convenient and best geo-pin locations on campus
- Research Campus Bus Routes

Key Resources



- What Key Resources do our Value Propositions require? Laptops, Software, Internet
- What do you need to make the tea
- Developers, designers, extra laptops, payment gateway
- Our Distribution Channels? Customer Relationships? Revenue Streams?

Value Proposition



- Student Buyers are given convenient, safe, secure and affordable access to goods and services.
- Student Vendors are provided with a platform to practice entrepreneurship to earn a steady income with vast exposure to their target market.
- We are solving the problem of safety, accessibility and customer reach within the entrepreneurial world in universities by integrating geolocation pins and ICASA product verification algorithms

Customer Relationships



- Social Media & Email communication.
- Product Rating & Reviews (with Token Reward System)
- Geo-pin Location Safety Reports
- Acknowledge Entrepreneur (categorized by Star rating)/Product (categorized by most sales) of the month

Channels



- VOW fm radio, Social media (Influencers, story ads), Podcasts
- Email, sign ups(with consent)
- Student Society Events
- Collaborating with VarsityVibe as a Brand to leverage on their established audience and channels

Customer Segments



- Wits Students

Cost Structure



- Marketing - R100 000
- Transport - R10 000
- Data - R100 000
- Salaries –
- Payment Gateway APIs R250 000
- electricity bill, water bill. Transport, social media paid ads, influencers, gifting customers(grocery list). Salaries

Revenue Stream



- We profit from Commission on sales/ Subscription: Pay R50p/m. to operate as a vendor.
- We also charge Vendors for in-app advertisements spots