**FoundingBuddies**

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| *Key Partners*   * Universities | *Key Activities*   * Easily accessible website | *Value Proposition*   * We bring cofounders together | | *Customer Relationships*   * Marketing at universities * Social Media | *Customer Segments*   * Students with the ambition to found a start-up * Universities that want to improve their founding ratio |
| *Key Resources*   * Bringing likeminded people together * Improve start-up founding rate | *Channels*   * E-Mail |
| *Cost Structure*   * Website hosting * Database hosting * Customer service * Continuous Web-Development * Marketing | | | *Revenue Streams*   * We sell our service to universities * Universities are eager to improve their start-up founding ratio, therefore we offer a “subscription“ * Students are not willing to pay any money for our service, though we only bill in case of a successfully founded start-up in the shape of company shares | | |