Designed for: Nightlist

Designed by:

Date: 10/5/2015 Version:

Key Partners



-Student Legal Services

- -Party Hosts
- -IUParties/SwissList
- -Uber
- -Food Catering

Key Activities







- -RSVP/Lists & Invites
- -Notify friends where you're going
- -Rating system after party
- -Big Launch Party/Concerts
- -Local events
- -Noise monitoring (prevent cops)

Value Propositions



- -Discovery of social events for
- -Party management services for
- -Ensures at least a few people you know at parties (three degrees of separation)
- -Social Networking/See where your friends are going (split transportation costs)

Customer Relationships



- -Refund if busted before arrive
- -Keeps hosts accountable through Report/Blacklist feature

Customer Segments



- -Non-greek College students
- -Greek Life (Non-IU)
- -Party Hosts

Key Resources



- -Swype/Payment Processor
- -Funding for marketing campaigns
- -Full-time Development Team
- -Police Scanner (?)

Channels

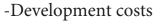


-iOS/Android



- -Website
- -Social Media (Marketing)

Cost Structure



- -Marketing Campaigns
- -Server costs that scale with users

Revenue Streams

- -Listing fee for featured parties
- -Promote local events
- -Advertisements

Growth Opps.

- -Party shuttle services
- -Security System















