

The Business Model Canvas

Designed for: Nightlist

Designed by:

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Version:
1

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 users
- Party management services for hosts
- 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

- Development costs
- 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



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DESIGNED BY: Strategyzer AG

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