Team or Company Name:
Brave Technology - General

Date:
2 May 2017

☐ Primary Canvas

☒ Alternative Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• Universities • First responders • Kindness apps & organisations • Open & Cooperative movements • Sharing economy platforms • Downtown East-side (and equivalent in other citites)	• App launch • Identify "pockets" of thick network • Tell stories of kindness publicly (social media, press, events, other kindness platforms – LVI, DEED, dreamr, etc) **Key Resources** • Working, elegant UI • Functioning co-op • Community engagement • Living our values	• Exponentially increase the kindness in the world • Get opportunities to help • Save lives • Instant Community & help wherever you are • Increase Safety • Increase Resilience • User-ownership and control of platform • No data selling	• Co-creation • Community • Automated • Self-service • Personal **Channels** • In person • Brand ambassadors • Story-telling • Community engagement • Events	• DES-like communities • Students • Travelers • Community residents • Remote-care (elderly) • Under-serviced communities

Cost Structure	Revenue Streams

• Developers & other team members (design, marketing, community)
• Servers
• Various service providers (Apple, MailChimp etc)
	• Options include:
	   o Corporate partnerships (kindness in business)
	   o Senior care alerts
	   o Community administration
	   o Security services
	   o Platform integration

Source: www.businessmodelgeneration.com