

Team or Company Name:  
Brave Technology – DES Pilot

Date:  
2 May 2017

☒ Primary Canvas  
☐ Alternative Canvas

<i>Key Partners</i> <ul style="list-style-type: none"><li>Portland Hotel Society</li><li>Mission Possible</li><li>HxBIA</li><li>UBC CEBL program</li></ul>	<i>Key Activities</i> <ul style="list-style-type: none"><li>Volunteer sign up</li><li>App installs by all participants</li><li>Data monitoring</li><li>Surveys</li><li>Analysis</li></ul>	<i>Value Proposition</i> <ul style="list-style-type: none"><li>More efficient access to just-in-time help during crisis</li><li>Opportunity to provide just-in-time help</li><li>Real-time data to enable interventions to prevent overdoses</li><li>Access to a community of like-minded people during any crisis, anywhere</li><li>Manifestation of abundance mindset within the community</li><li>Use of technology to help vulnerable population</li></ul>	<i>Customer Relationships</i> <ul style="list-style-type: none"><li>Dedicated Personal (Volunteers for the pilot will be sourced through the partnerships we have already established on the ground.)</li></ul>	<i>Customer Segments</i> <ul style="list-style-type: none"><li>Drug Users in DES</li><li>Community organisations in DES</li><li>Wider Vancouver community</li></ul>
	<i>Key Resources</i> <ul style="list-style-type: none"><li>Working app</li><li>Admin dashboard to measure data</li><li>Clear communication channels with partners</li><li>Feedback from participants</li></ul>		<i>Channels</i> <ul style="list-style-type: none"><li>In-person meetings and discussions</li><li>Social media – storytelling and groups</li><li>App stores</li></ul>	
<i>Cost Structure</i> <ul style="list-style-type: none"><li>Not applicable for pilot</li></ul>			<i>Revenue Streams</i> <ul style="list-style-type: none"><li>Not applicable for pilot</li></ul>	

Source: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)