










<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none">-Square Company, (providing API for backend development)-Local Food Trucks for testing and marketing strategies, and having developed application-Ionic, framework for easy mobile application development</div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none">-Requires marketing research and field-testing for effectiveness and thematic approval-Requires high customer service but minimal training, intuitive and clear support of the products technology</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none">-First and foremost, we bring a modern and effective technology to the hands of the business-Trendy application design appeals to younger crowds and increases business appeal-Back-end flexibility and effectiveness streamlines business and operating costs/stress-Potential to reduce labor costs or use resources more effectively in other areas of the business</div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none">-Expect a very hands on and deliberate presence early on while setting up and developing the product-Later on, available when needed but otherwise the business operates independently</div>	<div>Customer Segments</div> <div></div> <div><ul style="list-style-type: none">-Our primary customers are Food Trucks and other Mobile Eateries, low-budget businesses are our beginning target market-Secondary customers are any food service business that operates on point-of-sales and can benefit from a direct interaction with their customers being streamlined and modernized-Beyond that, any company looking to use the components of the application in unique ways or can benefit from inventory and receipt itemization</div>
	<div>Key Resources</div> <div></div> <div><ul style="list-style-type: none">-Application relies heavily on available third-party API's/frameworks-Businesses will need to increase up-front capital costs to incorporate more modern and versatile equipment-Otherwise, no other resources</div>		<div>Channels</div> <div></div> <div><ul style="list-style-type: none">-Focus on direct, person to person interactions for setup and integration-Email for updates and reinforcing equipment and helping in non-emergency situations, available phone number for emergencies-No other channels needed to communicate</div>	
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">-The only resource cost to the business is computer/tablet available to run the application themselves, and may end up cheaper than traditional systems/registers-From the application standpoint, only time and development are costs. Using third-party API's cuts that down severely and a few mobile devices to test as well</div>			<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none">-Businesses pay high up front capital costs but aim to keep operating and weekly/monthly costs as low as possible. Also work with very thin margins on top of that-Application charges a small fee on top of every transaction, combined with Square's similar fee structure towards other companies and in the long run the businesses save money instead of paying large amounts upfront</div>	