Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
-University of Surrey students.	-Website/platform development and creation of services to streamline the sales process.	-Second hand books in good condition. -Cheaper price of items. -No sign-in fee, no registration required. -Online university community: easier to connect to and compare prices and features of items. -Organized marketplace that allows users to advertise items and thus minimize the number of junk email sent within the university for advertisement.	-Online community.	-University students who want to sell/buy second hand books. -University students who seek for room swaps on campus.
	Key Resources -University of Surrey student community. -Pipeline of books in good condition and rooms available for rent. -Pinboard platform/website.		**Channels** -Pinboard website/platform, hosted on the University of Surrey intranet. -Word of mouth.	

Cost Structure	Revenue Streams
Platform development and maintenance.	N/A

Figure 1: Pinboard - model canvas