

Key Partners <ul style="list-style-type: none">• Gaia GPS• Suppliers• Contractors• Co-founders	Key Activities <ul style="list-style-type: none">• Marketing and Ads• Mobile User Interface Design• Cross-Platform App Development	Value Propositions <ul style="list-style-type: none">• Detailed information for peaks around the world.• High-tech compass and GPS navigator.• Explore peaks and points of interest with cameras.	Customer Relationships <ul style="list-style-type: none">• Self-service• Automated service• Community• Personal support	Customer Segments <ul style="list-style-type: none">• Hikers• Students• Nature seekers
	Key Resources <ul style="list-style-type: none">• Intellectual resources• Financial resources• Material resources• Human resources			
Cost Structure <ul style="list-style-type: none">• Office, necessary equipment• Marketing & advertising• Development costs• Organizational costs		Revenue Streams <ul style="list-style-type: none">• Revenue for selling the value proposition• Advertising• Brand usage		