Problem	Solution	Unique value proposition	Unfair advantage	Customer segments
Crime has always been an issue of concern in NYC. It seems that the youth are having easier access to guns and weapons and less access to programs that will help keep them off the streets. Crime in NYC impacts Black & Latino youth at a disproportionate rate to their counterparts. Making it impossible to break. Black and Latino's youth were already facing financial and educational disparities before the pandemic. But COVID-19 has added more hards hips that no one was prepared for.	A free mentorship program called BDAC (Boys Deserving A Chance), its mission is to address the various needs of our community by promoting holistic health, physically, emotionally, and mentally. It is our goal to prepare our youth to be successful within today's society.	We are doing mentorship and gang prevention while also adding in different programs through tech for young men.	While growing up in these areas and experiencing gang violence while not having the proper mentorship or resources helps me in different ways. I will be able to guide the young men in the right direction.	Young men between the ages of 8-18. Grades 3-8 age group 8-13 & freshmen-college freshmen 14-18.
Existing alternatives	Key metrics	High level concept	Channels	Early adopters
Parents are trying to compensate as much as they can. Some parents are struggling to help their children due to language barriers and lack of education.	We would canvass the community in Jamaica, Queens and survey residents from ages 15-80 yrs old on what changes & programs they would want to see within the community for the youth.  We would also survey the youth & parents on program likeliness and effectiveness.	Zoom, collectorship with a local school, rent out a space.	Free program at no cost to the parents. It will be available online on all internet devices and all social media platforms. We will apply for grants, do fundraising through community events & social media platforms.	
no fixed	s a free program there will be land variable cost, also ering will be free.	Revenue streams	Revenue through advertise and as the program begins will have memberships and programs they can sign up	to grow different
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