

## Key Partners

- Equinix (for data Center facilities)
- Content Providers

## Key Activities

- Platform Devpt

## Value Propositions

- Manage Professional identity
- Build Professional network
- Identify & Reach the Right Talent
- Reach the target Audience
- Access to LinkedIn data base content via API's widgets

## Customer Relations

- Internet Users
  - Recruiters
  - Advertisers & Marketers
- Developers
- Free offerings & Premium Subscriptions
- Hiring Solutions
- Marketing Solutions

## Customer Segments

- Internet Users
- Advertisers and Marketers
- Developers
- Recruiters

## Key Resources

- LinkedIn Platform

## Channels

- LinkedIn Website
- Field Sales

## Cost

- Web Hosting Costs
- Marketing & Sales
- Product Devpt
- General Administrative

## Revenue Streams

- Free Offerings & Premium Subscriptions
- Hiring Solutions
- Marketing Solutions