



## ➤ **KEY PARTNERS**

- Parents
- NGO's
- Donor's

## ➤ **KEY ACTIVITIES**

- To buy new & refurbish Children's toys.
- To book Playdate.
- Registration request of NGO's.
- Donate to NGO's.

## ➤ **KEY RESOURCES**

- Development
- User friendly portal
- Database
- Information of toys
- Network Connectivity

## ➤ **VALUE PROPOSITIONS**

- We can provide every service in single portal.
- Provide the information of the toys in website.
- NGO's can post there requirement so that user can donate according.
- Customers can post the review of the purchase and according to the review other customer can buy the toys.

## ➤ **CUSTOMER RELATIONSHIP**

- Services can be availed in one place.
- This service can be availed by the customers to buy toys for their children, arrange playdate, donate to NGO's.

## ➤ **CHANNELS**

- We will make advertisement for our toys.
- As services are available in single portal it will attract customers to buy toys, to set playdate and to donate NGO's.
- Social Media

## ➤ **CUSTOMERS SEGMENTS**

- Parents
- NGO's
- Donors'

## ➤ **COST STRUCTURE**

- Buy a domain for hosting.
- Advertisement
- Employees 's salary for maintenance of website.

## ➤ **REVENUE STREAMS**

- As the service are available in single product it can attract customers to buy the products and donate to the NGO's. So Revenue will increase.
- Product Selling
- Google Advertisement