1. Customized Sports Gear
   1. Customer Segment
      1. People who are training for marathons
      2. People who run and workout
   2. Value Proposition
      1. Customization and performance
   3. Channels
      1. Online and offline
      2. Online
      3. Offline
         1. Base product in store
   4. Customer Relation
      1. Follow-up with customer after 30 days customized to their goals
      2. Email them periodically with tips and coupons
      3. Coordinate runs
   5. Revenue Streams
      1. Affiliates with running magazines, other meets
   6. Key Resources
      1. Shoes
   7. Key Activities
      1. Customization of shoes
      2. Research into what other companies are doing
   8. Key Partnership
      1. Partnership with Adidas, rebok
   9. Cost Structure
      1. Base price of shoe + square inches of stich
      2. No custom images on shirts
      3. Embroidering is OK