1. Lemonade Stand
   1. Customer Segments
      1. College students
         1. Specifically those pledging or living in or walking by fraternity houses / frat row
      2. Ages of 17-22
   2. Value Propositions
      1. Drink as much or as little as you want for $2
      2. Unlimited lemonade
      3. Catch is you have to do it continuous consumption
   3. Channels
      1. Sent out mass text the night before
      2. Facebook group
      3. Cell phones & internet
   4. Customer Relationships
      1. Face-to-face
      2. We’re a company that wants to learn about our customers
   5. Revenue Streams
      1. Sales of lemonade
   6. Key Resources
      1. Gallon jugs of water
      2. Powdered lemonade
   7. Key Activities
      1. Mixing the lemonade
   8. Key Partnerships
      1. Outsourced getting water to just prepurchasing prepackaged gallons of water
   9. Cost Structure
      1. Continuous purchase of water and lemonade mix