

LaunchPad Central

Key Partners

Sorority social leaders

Sports team leaders

the leader of student

Key Activities

Design simple interface

Gain large foothold in

Key Resources

Existing social structures at NU

Value Proposition

Interact meaningfully in

✔ Protect their privacy with

Metric #1 - Active users per week

Metric #2 - Events posted

Customer Relationships

Sorority social leaders

Enforce image of privacy

Channels

TestFlight Beta testing through

App Store

Customer Segments

Sports team in college

Sorority

College students

✔ Music students

student associations

Young Professionals

Cost Structure

User acquisition

Web hosting

Third party component/tool

Revenue Streams

White labeling for events

Premium/Paid features

Local business ads

