LaunchPad Central

Key Partners

- Partners: e-commerce sites
- Suppliers: cloud hosting,

Key Activities

- Reliably pulling up all necessary
- Maintaining relationships with
- Customer Analytics for ad
- Marketing

Key Resources

- Users' product browsing history
- Analytics capabilities
- Cloud-based server and
- Design talent

Value Proposition

- The way to backtrack your
- A) Automatically logging users'
- B) Getting access to ALL
- C) Seeing a category-based
- D) Seeing key product
- Pushing highly personalized
- Allowing e-commerce sites

Customer Relat

- We drive high-quality recurring
- We drive high-quality leads to
- We retain users by
- We are our

Channels

- Chrome store for our extension
- Landing pages and promo
- ~~Pinterest profile(s) to~~
- Product

Customer Segm

- US online shoppers with at
- 3rd-party brands and
- E-commerce sites covered by

Cost Structure

- Founders' salaries
- Promotional/Marketing costs
- Server, database and frontend app hosting

Revenue Streams

- Affiliate commissions on sales generated for the e-commerce sites covered by our service: Amazon
- Ad revenues from 3rd-party advertisers for products related to the ones displayed in our site