










# Business Model Canvas

<div><div>Key Resources</div><div></div><div><div>Physical</div><div><ul style="list-style-type: none"><li>• Web Servers</li><li>• Computers / Laptops</li><li>• Mobile / Devices</li><li>• Brand Merchandise</li></ul></div><div><div>Intellectual</div><div><ul style="list-style-type: none"><li>• Branding</li><li>• Database with Customer Information / Insights</li><li>• Proprietary Knowledge (Based on the research paper)</li></ul></div></div><div><div>Human</div><div><ul style="list-style-type: none"><li>• IT Team</li><li>• Marketing / Brand Promotion Team</li></ul></div></div><div><div>Financial</div><div><ul style="list-style-type: none"><li>• Inventory</li></ul></div></div></div></div>	<div><div>Key Activities</div><div></div><div><ul style="list-style-type: none"><li>• Setting up IoT devices at the gates of different locations</li><li>• Building a robust app to have a lively experience</li><li>• Maintaining a level of trust between the app and its users</li></ul></div></div> <div><div>Key Partners</div><div></div><div><ul style="list-style-type: none"><li>• Artists</li><li>• Athletes</li><li>• Entrepreneurs</li><li>• Students</li><li>• Local Small Business Owners</li><li>• Focused/Interest Groups</li></ul></div></div>	<div><div>Value Propositions</div><div></div><div><div>Pains</div><div><ul style="list-style-type: none"><li>• Difficulty meeting people in new cities</li><li>• Hard to find people with similar interests</li><li>• Often in close proximity to people who might be good candidates for friendship but are unsure of each other's intentions so neither side takes the first step</li></ul></div></div><div><div>Gains</div><div><ul style="list-style-type: none"><li>• Meet and befriend people with the same interests</li><li>• More effectively find community in a new location</li><li>• Attract businesses to local attractions(bars, pubs, outdoor courts, concerts, theatres, etc)</li></ul></div></div></div>	<div><div>Customer Relationships</div><div></div><div><ul style="list-style-type: none"><li>• Listening to customer feedback</li><li>• Customer service through Virtual assistants or Email</li><li>• Self service through necessary tools</li><li>• Maintain an active online social media.</li><li>• Run contests to keep the engagement high</li></ul></div></div> <div><div>Channels</div><div></div></div>	<div><div>Customer Segments</div><div></div><div><div>Sports Academies</div><div><ul style="list-style-type: none"><li>• find fresh talent</li><li>• keep a track of the number of players visiting every day and send promotions to interested audience</li></ul></div></div><div><div>LGBTQ+ Community</div><div><ul style="list-style-type: none"><li>• Arrow helps connect numerous communities with ease</li></ul></div></div><div><div>Pubs and Bars</div><div><ul style="list-style-type: none"><li>• Finding individuals with similar interests can help you initiate a conversation</li></ul></div></div><div><div>Regional or Ethnic Communities</div><div><ul style="list-style-type: none"><li>• Moving to a new city or country, and finding new people.</li></ul></div></div></div>
<div><div>Cost Structure</div><div></div><div><ul style="list-style-type: none"><li>• Development and Maintenance costs of the platform</li><li>• Development and Maintenance costs of the cloud infrastructure</li><li>• Physical IoT Devices</li><li>• Sales and Marketing</li></ul></div></div>		<div><div>Revenue Streams</div><div></div><div><ul style="list-style-type: none"><li>• Users would get the list of limited people who share the same interests. To get complete access of the user list who share the same interests, people should subscribe to a premium package</li><li>• Focused groups/clubs can promote their page and services via our app by a promotional program</li><li>• Brands and local businesses can promote their products via pop-ups and banners</li></ul></div></div>		