Stadium Order

Week of September 30, 2013

Key Partners	Key Activities	Value Propositions	Cust. Relationships	Cust. Segments
Sport venues, concession vendor chains, BYU	good UI, smart in-app promotion/coup ads on capabilities, smart in-app ads promotion/coup	Sell more product to more customers, Convenience for concession Convenience	Ticket ads, online ads online ads, personal contact with venues personal	Sport Venue management, concession vendors, Concession
	on capabilities	for concession customer	contact with venues	vendors
concession vendor chains	Key Resources		Cnanners Concession customers	
	small data development team development team		Contact venue: Website directly (who will then contact vendors), website,	
			Marketing	
Cost Structure		Revenue	Stream	
marketing/sale development , development data center	t data center	vendors to (subscription percentage	sales (subscription)	
		concessio	on	