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|  | **Keep Kids Alive Map** |
| **Category** | **Strategy** |
| Target Market | Community groups and non-profits seeking to lower traffic related injuries in their community. |
| Positioning Statement | The most efficient way to gather data and spread awareness. |
| Offering to customers | An easy way to gather data about and spread awareness of the frequency of conditions that could cause injury on the road |
| Price Strategy | Free of charge |
| Distribution | Distributed through GitHub |
| Promotion Strategy | Introduce the product to a conference, accentuating the multitude of uses, and provide the place to download it. |
| Any other component of your marketing plan |  |