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| **KEY PARTNERS**  Existing websites - partner with them  Community organizations, bars/clubs - partner  Funder for banner/side ads  The 519  Might need links with Google calendar & eventbrite - but could use APIs  APIs with Facebook, meetup | **KEY ACTIVITIES**  Build a site that gives a list of organizations and calendar of events for all organizations in Toronto GTA community.  Mobile & web application  Event calendar  List of organizations  List of volunteer activities  Filterable / searchable | **VALUE PROPOSITIONS**  For the Queer Toronto community there doesn't seem to be one site that lists all community events, that is widely known as doing so, and that is easily filterable (there will be many events).  List all events  Find events easily  Filter quickly  Search events | | **CUSTOMER RELATIONSHIPS**  Customers will largely interact with site via web/mobile option. (Note MVP must include basic mobile - such as VUE native)  Ongoing relationship. Simplicity - easily find / look up events / locate address. | **CUSTOMER SEGMENTS**  LGBTQ people in GTA  People who want to easily find/filter/sort Queer events, organizations, and volunteer opportunities in the GTA.  Initial customer focus is either those people who find there are too many events and don't know how to filter them, or those people who find they can't easily find new events.  Initially 18 to 50 LGBTQ people in GTA. |
| **KEY RESOURCES**  Website  Web developers - knowledge of drupal, Vue, VueNative  Defensibility of business model - when many people use and it lists all, people will get used to using it.  Business structure is better than anybody else - triple bottom line, social economy, employee/customer co-op hybrid | **CHANNELS**  SEO  Word of Mouth  Public presentation at the 519 community centre  Facebook / Google ads  Links to Ashroh community site on other websites.  Delivered through web.  E-mail address for support. |
| **COST STRUCTURE**  Initially the financial costs will be to host the site, and some money for books / training. Eventually salaries will need to be paid. Also there the Google and Facebook ads will eventually require some money. There may need to be money to host community events. | | | **REVENUE STREAMS**  Eventually the profit will come primarily from subscribers. Initially, people won't want to pay, so there will be a guest option where people will see ads.  Initial revenue stream will be banner and side ads. | | |