

## Business Canvas Model (Week 4 - Customer Development Process)

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segment
Professional Sporting Organisations	Profile Creation	Provide all users with a direct link to sporting organisations Globally	Portfolio Management System	High school & College Athletes
Sponsors	Athlete Profile Filtration System	Provide Sports Organisations with a global talent identification platform	Profile Ranking System	Amateur Athletes
High Schools	Training and Trial Information Sysytem	Enable sponsors to locate Potential endorsements Worldwide	Career Mapping	Professional Athletes (Looking for Sponsorship Only)
Amateur Sports Organisation	Career Mapping	Guide aspiring and future athletes on viable career paths and existing opportunities	Sponsorship Synergy System	
	Sponsorship Liason			
Key Resources		Channels		
Sports Organisation Network		Online		
Sponsor Network		Onground(Consultancy)		
Website		Mobile phone Application		
Payment Method- Paypal, Visa/Mastercard, Demand Draft				
Information Systems- PMS/ PRS/SSS				
Cost Structure		Revenue Streams		
Website Development		H.S. & College Athletes & Amateur Athletes Sign on Fee - \$20 one time charge / 30 day trial period		
IT cost		Professional Athletes Sign on Fee - \$30 one time charge / 30 day trial period		
Scouting network payment		Pay Per Click- sponsors		
Management Team payments		Online Advertisement- Pay Per Click/Revenue sharing		
Employee Payments		Mediation charges(2%)		
Marketing - Increase marketing allocation in less developed countries		Player acquisition via TTIN.COM (10%)		
		Sports Organisation charge		

= Changes from Week 1 Responses

= Changes from Week 2 Responses

= Changes from Week 3 Responses