

**Key Partners**

Sporting goods stores  
Dicks  
Modell's

**Key Activities**

Design the hoop  
Contact manufacturers  
Advertise to get the word out  
Differentiate from other brands

**Key Resources**

Factory and manufacturer  
Electrical components  
Investors

**Value Proposition**

Traditional hoops can be hard to see and play off of in the dark  
Traditional hoops don't keep score and display it electronically  
Traditional hoops have an adjustment arm and need to be adjusted manually

**Customer Relationships**

Endorsement from professional athlete  
Parents buying the product for their kids  
Sports/rec centers purchasing the hoops for outdoor use

**Channels**

Electrical companies  
Manufacturer  
Traditional logistics

**Customer Segments**

Teens and children  
Adults  
Sports/Rec facilities  
Gyms

**Cost Structure**

Cost to produce  
How much hoop sells for in retail

**Revenue Streams**

Sale in retail stores  
Sale to sports/rec facilities directly

