








The Business Model Canvas

Designed for: Double Up

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Version:
Final

Key Partners  <ul style="list-style-type: none"> - Product Partners (food, items, apparel, etc.) <ul style="list-style-type: none"> - examples: Microsoft (xbox and computers), Sony (TVs), Restaurants such as Chipotle (Gift cards), Fashion Merch (watches, gift cards, jewelry, etc.) - Content Partners <ul style="list-style-type: none"> - examples: Award shows, TV shows, News stations, Political candidates, 	Key Activities  <ul style="list-style-type: none"> - Platform development - Advertising - Bet generation - Content generation 	Value Propositions  <ul style="list-style-type: none"> - User: Earn merchandise (or money) - Advertisers: To get their ad in front of our user base that checks in on app frequently (to check progress on bets) - Product partners: Expose our users to your product, have them wishing to win your product. Winners will tell their friends about what they have won (your product). - Content partners: get exposure of your event to our users in an engaging way. 	Customer Relationships  <ul style="list-style-type: none"> - Accountability/reliability towards bets - Give customers a minimum of 4 things to bet on per hour - Allow them to propose questions 	Customer Segments  <ul style="list-style-type: none"> - Users in the age range of 18-25 because survey indicated this is the best avenue for success. - Advertisers, initially the app will be ad free until user base gets bigger - Product Partners - Content partners according to our survey the people would prefer the content to be made by us.
Cost Structure  <ul style="list-style-type: none"> - Hosting - Development - Marketing - General/administrative - Prizes - 	Revenue Streams  <ul style="list-style-type: none"> - Advertisements - Sponsored Bets - Sponsored Prizes - Power Ups 			

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