### Business Canvas Model (Post - Customer Development Process)

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationship</th>
<th>Customer Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Sporting Organisations</td>
<td>Profile Creation</td>
<td>Provide all users with a direct link to sporting organisations Globally</td>
<td>Portfolio Management System</td>
<td>High school &amp; College Athletes</td>
</tr>
<tr>
<td>Sponsors</td>
<td>Athlete Profile Filtration System</td>
<td>Provide Sports Organisations with a global talent identification platform</td>
<td>Profile Ranking System</td>
<td>Amateur Athletes</td>
</tr>
<tr>
<td>High Schools</td>
<td>Training and Trial Information System</td>
<td>Enable sponsors to locate Potential endorsements Worldwide</td>
<td>Career Mapping</td>
<td>Professional Athletes (Looking for Sponsorship Only)</td>
</tr>
<tr>
<td>Amateur Sports Organisation</td>
<td>Career Mapping</td>
<td>Guide aspiring and future athletes on viable career paths and existing opportunities</td>
<td>Sponsorship Synergy System</td>
<td></td>
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<td>Sponsorship Liaison</td>
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</tbody>
</table>

#### Key Resources
- Sports Organisation Network
- Sponsor Network
- Website
- Payment Method: Paypal, Visa/Mastercard, Demand Draft
- Information Systems: PMS/PRS/SSS

#### Channels
- Online
- Onground (Consultancy)
- Mobile phone Application

#### Cost Structure
- Website Development
- IT cost
- Scouting network payment
- Management Team payments
- Employee Payments
- Marketing - Increase marketing allocation in less developed countries

#### Revenue Streams
- H.S. & College Athletes & Amateur Athletes Sign on Fee - $20 one time charge / 30 day trial period
- Professional Athletes Sign on Fee - $30 one time charge / 30 day trial period
- Pay Per Click - sponsors
- Online Advertisement- Pay Per Click/Revenue sharing
- Mediation charges(2%)
- Player acquisition via TTIN.COM (10%)
- Sports Organisation charge

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= Changes from Week 1 Responses  
= Changes from Week 2 Responses  
= Changes from Week 3 Responses  
= Changes from Week 4 Response