

HoneyDew Business Model

Key Partners	Our major key partner is the Navigation API. This can be between various GPS providers such as Google, Apple, Garmin, TomTom etc. We also plan to make partnerships with large vendors that have partnerships with various businesses such as grocery chains, dry cleaner chains, superstores	
Key Activities	Technical: Create Database - Create Application - Testing - Approval for App stores Business: Sales to partnerships; funding structure	
Key Resources	Technical: Database, developers Business: Funding	
Value Proposition	This will allow customers to have one application to help them solve all their navigational needs when performing errands and/or when using multiple locations	
Customer Relationshi		
Channels	Apple App Store, Google Play Store	
Customer Segments	Any customer who uses navigation	
Revenue Streams	Deals to be made with vendors; when customers uses a coupons from vendor QR code validates use. Percentage of use	