**Business Model**

**Key Partners**

Kent Seinfeld- Partner at Cecond Opinion and retired CIO/SVP at Commerce Bank. Kent will mentor our project providing a valued and trusted opinion on decisions and project advice.

Temple University- Not an official partner. The University could provide student information and access so that student schedules can be linked to the app and users can login using their Temple credentials.

**Key Activities**

Determine Interest and need/value of product

Connect with Temple University

**Value Propositions**

We provide a convenient and easy to use method of communication and scheduling. Our product is designed to help manage group project teams at Temple University. TUnite provides a group chat that can separate important messages from banter, displays member’s schedules, availability, and available meeting rooms, reserve meeting rooms, and conduct polls and vote on topics.

**Customer Relationships**

Our customers can expect to be surveyed on their experience with the product and their suggestions taken into consideration for updates and future versions.

**Customer Segments**

Our Customers will all Temple University Graduate and Undergrad students. Once successfully running at Temple our customer segments may broaden to other universities.

**Key Resources**

Temple University

* Access to Student info
* TUmail
* Tech Center computer screen backgrounds

**Channels**

TUmail

Temple computer backgrounds

**Cost Structure**

Costs for this application consist of development and maintenance fees, as well as basic operating expenses. We have quoted multiple developers for potential costs associated with application development, with an average of $5,000 and have estimated the maintenance and operating expenses which can be viewed in our projected Cash Flow figures.

**Revenue Streams**

This service would be free to Temple for the first two years in exchange for start up funding and resources. After the first year and successful implementation at Temple clients would be charged on the bases of 80% of their student population at $20 a student every six months.