

# LAUGHTER ON THE FRONT LINES: BUSINESS CASE

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> <li>• Local sponsors who donate supplies</li> <li>• Volunteers / event staff</li> <li>• Local city “General” who organizes the event</li> <li>• The city government</li> </ul>	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> <li>• Invite</li> <li>• Register</li> <li>• Join</li> <li>• Attend</li> <li>• Pay</li> <li>• Complete profile</li> </ul>	<p><i>Value Proposition</i></p> <p>For individuals or teams looking to connect (in person!) with old friends or new friends, Laughter on the Front Lines provides a fun, energetic and slightly quirky way to bring people together, make memories, and try something new.</p>	<p><i>Customer Relationship</i></p> <ul style="list-style-type: none"> <li>• Established via social media</li> <li>• Website / app</li> <li>• Word of mouth</li> </ul>	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> <li>• 21-35</li> <li>• Old enough to drink</li> <li>• Adventurous, willing to try something new</li> <li>• Tough Mudder rejects</li> <li>• Field Day lovers</li> <li>• Outgoing and willing to meet new people</li> </ul>
<p><i>Key Resources</i></p> <ul style="list-style-type: none"> <li>• Space / Designated location</li> <li>• Event staff</li> </ul>			<p><i>Channels</i></p> <ul style="list-style-type: none"> <li>• Web</li> <li>• In-person</li> <li>• Social media</li> <li>• Print / digital advertising</li> </ul>	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> <li>• Main costs are event supplies, potential location rental, website / app hosting</li> <li>• T-shirts, event giveaways</li> </ul>			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> <li>• Registration fee: \$35-50</li> <li>• Collected online or by card only on day-of</li> </ul>	