

Mothers Of Sierra Leone - Short Film Campaign

Key Partners

What are your key partners to get competitive advantage?

- World Hope International
- Cappa Care International
- Makeni School of Midwifery
- Lehigh University

Key Activities

What are the key steps to move ahead to your customers?

- Film Impact Campaign
- Distribution of Educational shorts

Key Resources

What resources do you need to make your idea work?

- Human capital (editors, filmmakers, health experts)
- Partnerships with health clinics
- Data collection on maternal health and viewership

Key Propositions

How will you make your customers' life happier?

- Educating mothers on maternal care resources
- Recruiting workers in the maternal care field
- Data collection for community partners

Customer Relationships

How often will you interact with your customers?

- On ground partnerships
- Using whatsapp to maintain communications

Channels

How are you going to reach your customers?

- Whatsapp
- Community Partners
- Screenings at clinics

Customer Segments

Who are your customers? Describe your target audience in a couple of words.

- Mothers in Sierra Leone
- Our community partners
- Potential health care workers
- Target: People in Sierra Leone who need education around maternal health and career opportunities in that field

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Camera Equipment
- Statistician/Researcher

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Grants
- Crowdfunding