Key partners

Lehigh College of Health

Community Partners:
-World Hope
-Cappa Care
-Makeni Midwiffery
-Film Producers/Investors
(we would get that later on)

Key activities

Create a full length documentary

Market documentary to western audience

Key resources

Medical Experts
Subjects
Human Capital
(Filmmakers, Producers, Researchers)
Full time marketing person and data scientis

Key propositions

Raise awareness of maternal mortality irates n the US and Sierra Leone

Contrast the reasons behind the two prevailing maternal death rates

Education,awareness, action

Customer relationships

Targeted audience marketing campaign

Channels

Website: wordpress.com/MothersofSierraLeone

Insagram: @mothersofsierraleone

Youtube

Filmhub (Indie distribution platform)

Customer segments

Western Audience

Cost structure

Camera Equioment, Travel Budget, Funding for ongoing research

Revenue streams

Documentary grants, research grants, crowdfunding, FFF, royalties, film contract (the dream!)

miro

Source: Strategyzer.com