

Key Partners

- Local Business Owners
 - Artists
 - Musicians
 - Politicians
 - Activists
 - Teachers
 - Chefs
- Have their voices heard
-Promotion for partners

Key Activities

- Produce a quality audio podcast
- Distribute podcast on many possible channels
- Consistently schedule guests
- Promote podcast and partners

Key Resources

- Production and editing equipment
- Audio equipment
- Guests
- Time
- Quiet Space

Value Proposition

- Audience:
- Provide information about Athens
 - Entertain and connect with local people and stories
- Content Providers
- Platform to speak
 - Promotion

Audience Relationships

- Social
- Website
- Digital Marketing
- Guests as influencers

Distribution Channels

- Website
- Podcast Players
 - * Apple, Spotify, Overcast
- Social
- WOM

Audience Segments

- 25-54
 - *26% of this audience listens to podcasts regularly
- Athens Natives
- Newcomers and travelers to Athens
- Students and other UGA related folks

Cost Structure

- Variable cost - time
- Advertising cost
- Equipment cost

Revenue Stream

- Ad revenue
- Sponsors
- Local sponsored products