Key partners
Lehigh College of Health
Community Partners:
- World Hope
- Cappa Care
- Makeni Midwifery
- Film Producers/Investors (we would get that later on)

Key activities
Create a full length documentary
Market documentary to western audience

Key propositions
Raise awareness of maternal mortality rates in the US and Sierra Leone
Contrast the reasons behind the two prevailing maternal death rates
Education, awareness, action

Customer relationships
Targeted audience marketing campaign

Customer segments
Western Audience

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

Channels
Website: wordpress.com/MothersofSierraLone
Instagram: @mothersofsierraleone
Youtube
Filmhub (indie distribution platform)

Cost structure
Camera Equipment, Travel Budget, Funding for ongoing research

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