

Key Partners  Customer is building a debugging device that can capture bugs in a car infotainment and navigation system in order to better the whole system altogether.	Key Activities  Develop a new method to record and monitor the infotainment and navigation system in a vehicle during an on-road test.	Value Proposition  Bosch provides high quality navigation systems compared to other companies by carefully testing every aspect of their design by debugging every issue. Doing so step by step cannot be done without the infotainment and navigation test monitor system to record each bug as it occurs.	Customer Relationships  Customers communicate with company on a weekly telecom to discuss the progress of the project.. Company helps guide the customer.	Customer Segments  The infotainment and navigation test monitor system helps the user capture errors by recording them and saving them onto a USB drive. These files can then be sent to Bosch headquarters for further testing in order to improve the whole navigation system. Thus, it becomes an important tool for customers to debugging navigation errors.
Key Resources  Website presence Supply Chain User Groups	Channels  Web, Auto parts stores, User Groups			

Cost Structure  The cost structure is focus on ordering of hardware components for testing; which are include in Webcam, Odriod Chip, HDMI screen and microcontrollers, etc.	Revenue Streams  Small revenues from customer designed system will result in large revenues of final product. The device will help better the quality of the final product and eventually increase sales.
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