

Business Model Canvas

Key Partnerships - Our suppliers be our own HR that will get us the number of experts and professionals from across the country to help us increase our activity over the website. Strategic alliances will be our bond with our own experts who choose to work on our website, and provide hassle free solutions to the customers, regarding hike and comission and promotions for a better scale of salary. Our partners be the local newspapers and online platforms such as quora and linkedin, which will help us forma better bond between the customer, expert and our own company. - Our Business's partnership will be only with customers and experts, out of which we will work with the customer reviews and poroblems to provide a better place for them to surf, and for experts, we need to hike their consultation charges as per our revenue - Resources we gain are trust and honest bonding	Key Activities - For our product that is services, our activity is all about adding up more and more experts to the website and provide more and more each day by hiring these experts, as our site rolls out in the country, we will need experts for more and more clients to make the client's solutions reach faster, and also adding up more and more feasible actions to the website as per customer reviews and demands. Key Resources - Physical resources such as computers, servers, Office, and Furniture. Human resources as staff , and Financial Resources such as cash or credit from a certain bank as forms of loan or investors - Assets needed are a bunch of experts which will increase according to the traffic, depending on which field is being preferred. - IPR & IP, Employees, Knowledge	Value Propositions - Creating value for customers can come in two ways that is giving them benefits and cost efficient customer value, so the customers can consider the service worthy of their time, energy and money. - We as a service based company shall be offering a complete Market Validation, Feasibility, Budget Friendly, Early Testing Opportunities, User Intelligence by gathering feedback and quickly working on our flaws on how we can make our website better. - Benefits and Cost being the two important factors for customer value, Our benefit aspects will be Quality, Accessibility, convenience and longevity. Increasing our benefits without increasing the cost can raise the value of our product or service for our customers	Customer Relationships - Essentially, the 3 most important points in customer Service are Professionalism, Patience and People First., knwoing about our own product, maintaining a positive attitude, Responding quickly, and creative time effective solutions to their problems. - Live webchat, chatbots onsite, Email, post, web forms, contact number and social media are the ways used for customer communication Channels - Some of the many ways are, email marketing, blogging, YouTube, Expert Resources, Customer Reviews, Retargeting Audience. - Communication channels shall be Quora, LinkedIn, Social Media Networking, includes Instagram, Facebook and Twitter - Via all the above mentioned factors, we can supply our service across customers	Customer Segments - Our customers are any individual who has access to the internet. - Our customers can face any problems that can range from seeking an advice or wanting an expert to consult and help them with their needs or doubts or question, From guiding a student for his career, to counselling of anyone who is undergoing depression or walking the wrong path, or needs a family guide, or anything from life. Consult doctors or Get a technician who can help them solve minor issues. - Our Targeted audience can range from any age, as a child, or as a senior citizen anyone can be our customer, Job and location doesn't actually matter, we hope to provide our services over India as a startup, but soon we hope to make our services available all across the globe. - AskLaila.com, JustDial.com, Sulekha.com
Cost Structure - Being a service based company the cost at which we can deliver our service shall be open for the targeted audience shall be including charges at which these experts want their consultation charges to be including a very small amount of our service charges that is, hiring, building of the website, addition of AI and the factor of how much charges we are being put through to host our website over the internet. - Around 50 % of what we will earn or have been earning will be spent on the development of our website, that is , as the traffic increases more number of experts and professionals we will need to hire in order to keep up with the speedy rates of the customers, so they can have a fast acceptance and easy access to our consultation charges. - 50% to development and 5-10% on cost effective marketing skills.			Revenue Streams - Our Business will be monetized by experimenting with affiliate marketing, and we will have a paid membership access only site too, so that covers up the revenue and also we will publish sponsored posts and product reviews, and would be accepting donations as well for now, as we are just a startup, so if any user wishes or thinks that our website can prosper is free to donate any amount they wish to, in this way we are not actually begging but actually showing all what we can offer and how someday soon we will be above the rest of the competitors. - Ad-based Revenue model, Subscription based, affiliate based revenue models and Building a trustable bond with our advertisers. - Our pricing strategy will vary according to the type of expert or professional one might hire, that depends on the work experience one might have in that certain field. - Netbanking, UPI Payments, and Credit/Debit card payments are most likely to be used.	