

# BUSINESS MODEL CANVAS

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<p><b>KEY PARTNERS</b> Who are your key partners?</p> <p>University administration and faculty members: To collaborate with the app to reduce cheating during exams.</p> <p>IT service providers: To help with the development and maintenance of the app.</p>	<p><b>KEY ACTIVITIES</b> What are the activities you perform every day to deliver your value proposition?</p> <p>Developing and maintaining the mobile app. Collaborating with university administration and faculty members to ensure the app is integrated into the university system and exam process. Marketing and promoting the app to students.</p> <p><b>KEY RESOURCES</b> What are the resources you need to deliver your value proposition?</p> <p>Skilled development team. Access to IT infrastructure. Collaborative partnerships with universities and faculty members. Adequate marketing budget.</p>	<p><b>VALUE PROPOSITION</b> What is the value you deliver to your customer? What is the customer need that your value proposition addresses?</p> <p>The app provides a secure and efficient way to monitor exams and detect cheating. The app ensures fair assessment for students. The app provides an innovative solution to reduce cheating in academic institutions.</p>	<p><b>CUSTOMER RELATIONSHIPS</b> What relationship does each customer segment expect you to establish and maintain?</p> <p>Providing excellent customer support to students and faculty members. Regular updates on app features and improvements.</p> <p><b>CHANNELS</b> How do your customer segments want to be reached?</p> <p>Social media and online advertising. Collaborating with universities to market the app. Reaching out to faculty members to promote the app to their students.</p>	<p><b>CUSTOMER SEGMENTS</b> Who are your customers?</p> <p>University students and faculty members.</p>
<p><b>COST STRUCTURE</b> What are the important costs you make to deliver the value proposition?</p> <p>Development and maintenance costs. Marketing and advertising costs. Collaboration costs with universities and faculty members.</p>			<p><b>REVENUE STREAMS</b> How do customers reward you for the value you provide to them?</p> <p>Freemium model: Basic features of the app are free while advanced features are paid. Subscription model: Students can subscribe to the app on a monthly or yearly basis.</p>	



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