18I-0597,18I-0549-Higher Education Business Model Canvas Value Propositions **Key Partners Key Activities** Customer Relationships **Customer Segments** Sponsors/Investors Manage Finances Certification/Degree at On Demand High school students Manage fee, refunds home Online education Freshmen Easy learning and through the website or and payments teaching at home, at a mobile application your own pace with Affiliated schools and Graduates recorded lectures and 24/7 IT support colleges Undergraduates flexible schedules Personal Resolve issues related to website or app Start any time, direct query sessions, learn at Post graduates Multiple micro degrees own pace Course creators PhD Enrolment in multiple 24/7 helpline Marketing degrees from any choice Managing social media of field, Variety of Content creating Professionals/Instructor degrees offered in one Automated and mass Government place customized Through scholarships Academics Maintain students and Recognized instructor's profile Payment providers Researchers Accredited degrees by Audit Bank/ Easy paisa/ Jazz HEC Certificate issuance cash Easy to use/ Partnerships Higher Education Gamification With researchers, Commision Earn points and Industries and Company rewards(discounts) Interactive only need Internet Student Associations connection Channels **Key Resources** Afforadable **Funds** Website And hassle free Online recorded For research payments to Instructors lectures Tech/IT team Web and Mobile **Applications** Integrated with each users profile Users: Students and Instructors Zoom/Skype/Google Meet For live lectures, Website/app/video meetings and query conferencing platforms sessions Social media/ Blogs Degree/Course For marketing or designers disseminating information Scholarships Youtube Free lectures on youtube Cost Structure Revenue Streams Marketing Software/application Certification fee Tuition/Course fee development Individual fee for audit Google ads and other Subscription for Payment for domain and each micro degree campaigns premium Content development free trial Complaint/ Website Career counselling

services

Revenue from placing

Google ads on website

ads

and youtube

Salaries

management

developing IT

infrastructure

Cost of maintaining and