

**Business Model Canvas**

**Next Step the Career Guidance App**

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Educational institutions (schools, colleges)</li><li>• Career counseling centers</li><li>• AI/ML technology providers</li><li>• Job portals and educational platforms for ads</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• AI/ML model development and training</li><li>• Regularly updating career data</li><li>• User feedback collection and analysis</li><li>• Marketing and partnerships</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>• For Students: Provides personalized, data-backed career recommendations, aligning strengths with viable career paths.</li><li>• For Educational Institutions: Enhances career counseling services with AI-driven insights.</li><li>• For Career Counselors: Offers a reliable, AI-supported tool to streamline advisory services.</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• User support via in-app customer service</li><li>• Educational blogs, FAQs, and interactive guides</li><li>• Regular updates based on user feedback</li><li>• Premium support for subscribed users</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• High school students</li><li>• University students</li><li>• Educational institutions (for bulk licensing)</li><li>• Career counseling centers</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>• AI/ML models and expertise</li><li>• Educational data (A/L, O/L results, interests)</li><li>• UI/UX design</li><li>• Infrastructure for app hosting and maintenance</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• Mobile app (primary channel)</li><li>• Website for support, info, and resources</li><li>• Social media for updates and engagement</li><li>• Partnerships with educational institutions and career counselors</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• AI/ML model development and data acquisition</li><li>• Mobile app development and maintenance</li><li>• Marketing and customer support</li><li>• Data storage and processing costs</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Freemium model: Basic free access with core features.</li><li>• Subscription plans: Monthly/yearly for advanced features (detailed reports, skill-building).</li><li>• In-app ads: Relevant educational services and job portals.</li><li>• Institutional partnerships: Bulk licensing for schools, colleges, and career counseling centers</li></ul>	