

Lean Canvas

The Problem

Top 3 Problems

- * Highly ineffective educators-driven opportunities market
- * Talent market asymmetries: gap between skills required by industry and those possessed by students.
- * lack of awareness among students; even if they possess relevant skills, they are left behind simply because they are not aware of internship positions

Existing Alternatives

- * Linkedin
- * Flow
- Gradly

Your Solution

- * Hub: Ignitus is a career-guidance and internship recruitment platform which will be used by students and professionals to acquire practical skills and obtain relevant experience

Key Metrics

Key Activities You Measure

- * Usual social networks KPI.

Unique Value Proposition

Skyrocketing your career by providing the best global opportunities

High-Level Concept

Bridge.

Unfair Advantage

Your Differentiator

- * International, inter-cultural, world-spread talented team.

Channels

- * Website
- * Contents publishing
- * Social Networks
- * Courses

Customer Segments

Target Customers

Jimmy's persona

Early Adopters

- * Devoted, talented, self-motivated and daydreamer people

Cost Structure

Customer acquisition costs, distribution costs, hosting, people, etc.

- * Started from scratch

Revenue Streams

Revenue model, life time value, gross margin, etc.

- * Model: a non-profit entity
- * Future: (?) Foundation fed by satellite open-market companies (?)