KEY PARTNERS



- Educational institutions and NGOs to onboard students and volunteers.
- Local businesses to facilitate B2B exchanges.

KEY ACTIVITIES



- Platform development Continuous improvement of website functionality.
- AI bot to explain how the website work and find solution to your problem
- Marketing & comuinty bulding online campaigns,
- Customer support 24/7

KEY RESOURCES



• Hosting: 3,650 EGP/year (around 304 EGP/month).

• Website maintenance: 5,000–15,000 EGP/year

• Content production (designs/videos): 2,000–10,000 EGP/month.

• Paid Ads + Content Production): 7,000–30,000 EGP/month.

• Paid Ads (Google, Facebook): 5,000–20,000 EGP/month

- Skilled tech team for platform development
- Marketing team for outreach
- Legal advisors to ensure compliance and safety

Technology Costs:

Marketing Costs:

VALUE PROPOSITIONS ***



For Users:

- A trusted platform to exchange services fairly without involving cash
- Access to a broad range of services and skills.

For Businesses:

• Help companies find people with experience to help them in the market

CUSTOMER RELATIONSHIP

System

• Verification

Mechanism

• 24/7 Customer

• Rating & Review



CUSTOMER SEGMENTS



- Students and fresh graduates
- Startups and small businesses
- Nonprofit organizations and volunteers

CHANNELS

Support



- Social Media
- Partnerships: Collaborations with NGOs and universities
- Events: Host webinars and workshops focused on skill exchange and collaboration.

COST STRUCTURE

Team Salaries:

- 2 Full Stack Developers: 30,000–50,000 EGP/month.
- Marketing Team: 28,000–47,000 EGP/month.
- Operations Manager: 15,000–25,000 EGP/month
- Accountant: 9,000–16,000 EGP/month
- Customer Support: 4,000–8,000 EGP/month
- Total Fixed Salaries: 82,000–140,000 EGP/month

Legal & Administrative Costs:

- Company registration: 30,000 EGP (one-time).
- Legal consultations: 5,000–10,000 EGP/year

REVENUE STREAM

Token sales

- 4 Tokens = 50 EGP
- 8 Tokens = 90 EGP
- 20 Tokens = 200 EGP

Subscription Plans:

- Basic: 200 EGP/month provide 50 tokens
- Pro: 400 EGP/month 100 tokens

Advertising Revenue:

- Homepage Banner: 1,000–2,000 EGP/month
- Service Effort Compensation Fees:10%–30% for effort gaps.





