SkillIn

**Business plan**

Customer Segment

Which customers and users are we serving?

*We are serving IT Companies, especially HR departments as well as web users looking for a team/new job.*

Value Propositions

What are we offering them? what is that getting done for them? do they care?

*Generally speaking, we deliver a referral service based on linkedin profiles. This means we offer:*

*- Data about potential risk of a future employee, and by risk we think about how accurate are the skills they have shown on their linkedin profile*

*- Data about how often they changed their job ( for some companies this can be a good or a bad thing )*

- *An analysis of the user's behavior*, *for example if a user updates their account daily, it is very possible that they are looking for a new job*

*- Message template that can be customized*

*Companies should really care because our services increase the quality of searches to help HR staff in making decisions much faster. Also, can replace the work of HR staff so companies can reduce costs.*

Channels

Where can you find us?

*Come and join us :* [*http://skillin-ng.appspot.com*](http://skillin-ng.appspot.com/)

*We are offering online and phone live support.*

Relationships

What relationships are we establishing with clients?

*First of all the money is returned if the customer is not satisfied with our services (just once). Also we can customize/extend our services for another 50% of the subscription cost and we organize casual meetings and conferences.*

Revenue Streams

What are customers really willing to pay for? how?

*Customers need to pay (with credit card ) for different period subscription as follows:*

* *90$/month*
* *800$/year*
* *10 000$/lifetime subscription*
* *+50% for extra services*

Key Resources

Which resources underpin our business model? which assets are essential?

*For our business we need basic hardware elements as laptops, computers, servers, online services and of course people who manage our business, developers with great minds and skills .*

Key Activities

Which activities do we need to perform well in our business model? what is crucial?

*For great results we need to perform following activities:*

* *obtain and store linkedin profiles*
* *use machine learning and datamining*
* *we are aiming to transform our app into something like a intermediary between HR staff and a potential employee*

Key Partners

Who do we need to rely on?

Our business rely on a good partnership with Linkedin team for using profiles data of their users in a change of 3% of sales figure and 10% of profit and also we offer them good and trustworthy image/advertise. We rely on Stripe (secure payment proces) and Google's services (google appengine).

Cost Structure

Which key elements drive our costs?

*We need to pay salaries, google appengine services, maintenance of hardware and software components. We also need to pay for the rent and utilities of our business space.*