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www.alexandercowan.com

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Go to View >> Master and edit the first slide under Layout ('Canvas Slide').

Key Partners



Key Activities

Network platform² related activities: **Platform** management Platform promotion Service provisioning



Competitive pricing Convenience Accessibility

Customer Relationship

Self-service: customers can find & post jobs Co-creation: Feedback Communities: Online exchange of knowledge.

Customer Segments

B2C:

Parents University Students

Key Resources

University student **Platform**

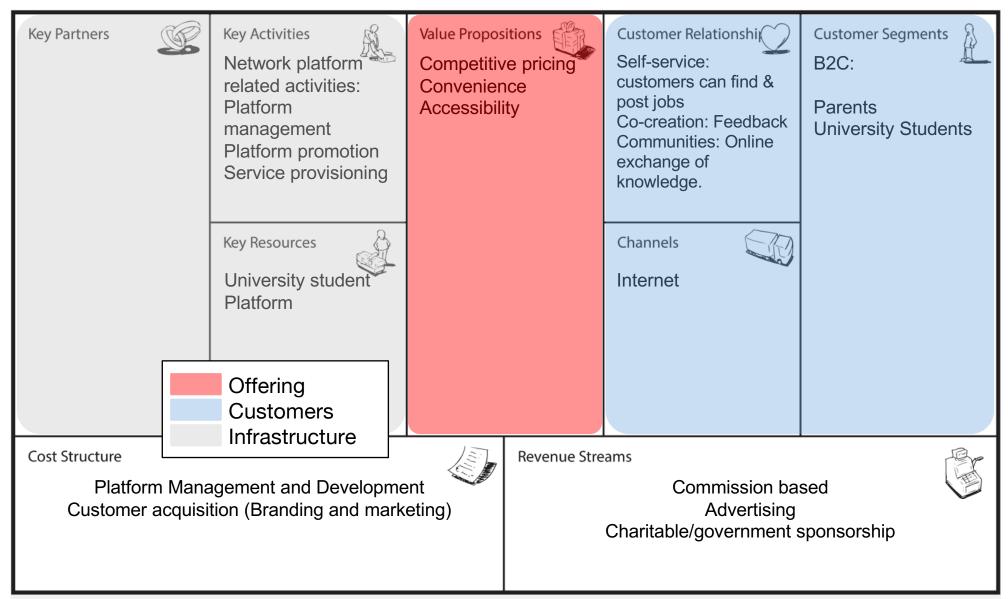
Channels

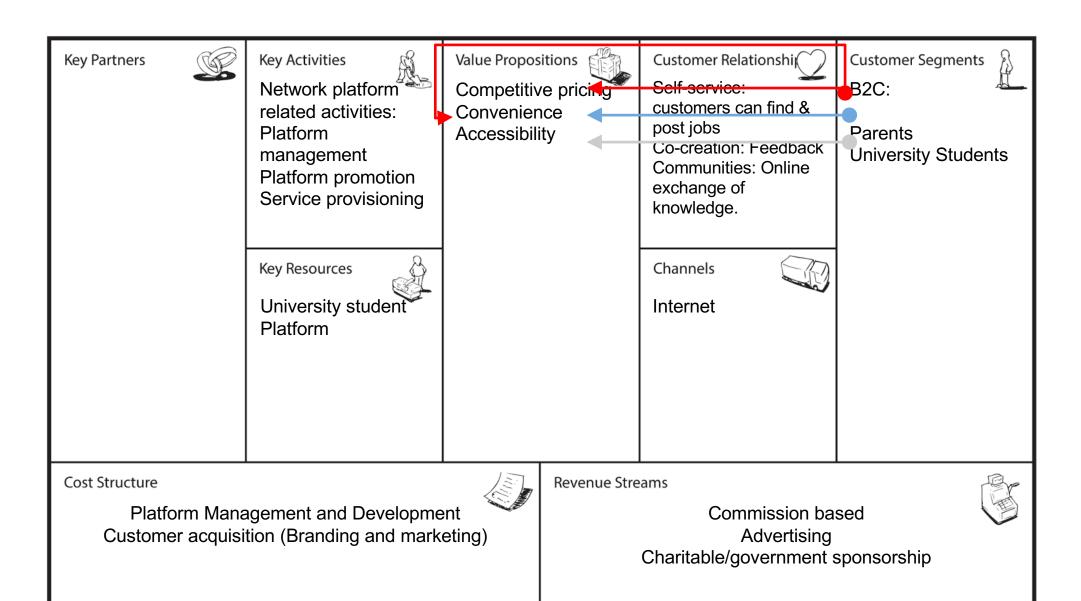
Internet

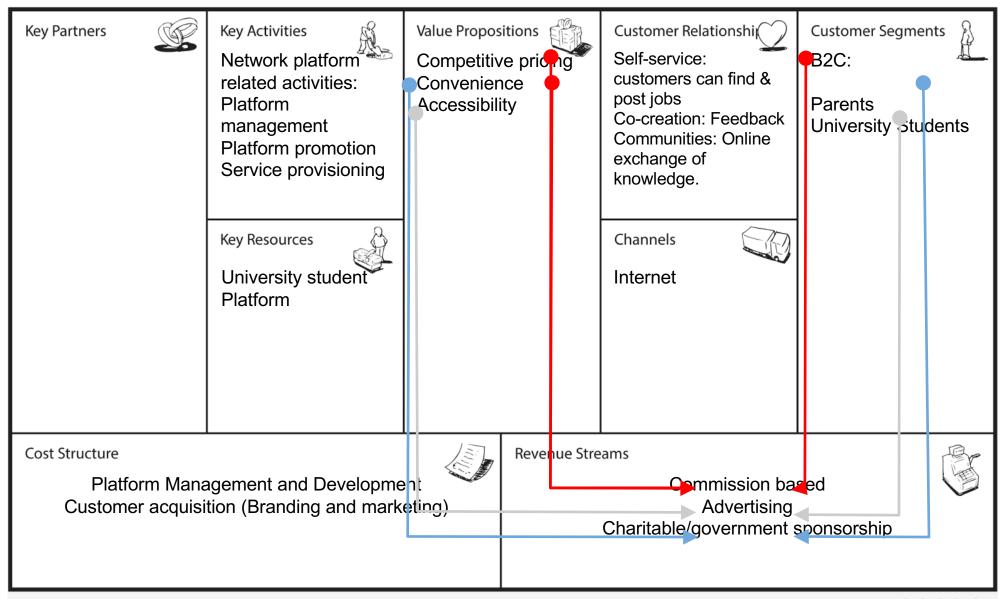
Cost Structure

Platform Management and Development Customer acquisition (Branding and marketing) Revenue Streams









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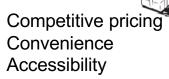


Key Partners



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Commission based Advertising Charitable/government sponsorship

Customer acquisition (Branding and marketing)