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| **Problem** | **Solution** | | **Unique Value Proposition** | | **Unfair Advantage** | | **Customer Segments** |
| * Small and Medium sized Learning Centers can’t afford in-house IT professionals and solutions to automate operations. * Finding qualified educators on short notice. * Teachers would not have access to resources like laptop to help with daily preparations. | - Hosting modular applications catering to specific operational needs of Learning Centers.  - Profile repository for prospective teachers to match qualifications.  - assistant tools for teacher’s daily needs(lesson plans and reports) using mobile technology | | One-stop-shop solutions for Learning Centers’ operational needs and assistance to their educators | | | Customizable feature list based on the needs of the establishment | - Small and Medium Scale Learning Centers  - Professional Educators |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | **Early Adopters** |
| OrangeApps  Edunext | - Number of learning centers using the services  - Number of Professional educators’ profiles  - Gross Profit | |  | | | Visits to Establishments  Company Website  Social Media Ads  Word of Mouth | - Small and Medium scale  Learning Centers using manual  transactions.  - Professional Educators looking  for jobs  - Working Educators needing  automated assistance tools |
| **Cost Structure** | | | | **Revenue Structure** | | | |
| Customer acquisition costs  Hosting  Research and Development  Marketing and Advertising  Operations and Maintainance | | | | Subsciption based on feature packages  Ad Revenue from free or trial users | | | |
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