**iLearnCentral - LEAN CANVAS**

****

University of Cebu

College of Computer Studies

Cebu City

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 | | |