***Appendix B: Capstone Project Business Model Canvas Template***

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|  |  | E:\Downloads\University-of-Cebu-Logo.png  University of Cebu  College of Computer Studies  Cebu City | | |  |  | |
| KEY PARTNERS  - Learning centers administration  - Educators currently teaching in learning centers  - Job seeking educators | KEY ACTIVITIES  - Design and develop a school management software geared towards the needs of learning centers, educators, students | VALUE PROPOSITION  - can be used by any type of learning center  - automate basic operations of administration  - gives support to the educators and students | | CUSTOMER RELATIONSHIPS  - Customer service hotlines  - User Feedback  - Email | | | CUSTOMER SEGMENTS  - Learning center administration  - Educators in learning centers  - Students in learning centers  - Educators seeking employment |
| KEY RESOURCES  - Web domain and host  - Developers  - UI/UX designers  - Researchers | CHANNELS  - Visits to Establishments  - Company Website  - Social Media Marketing  - Word of mouth | | |
| COST STRUCTURE  - Customer acquisition costs  - Hosting  - Research and Development  - Marketing and Advertising  - Operations and Maintenance | | | REVENUE STREAMS  - Subsciption based on feature packages  - Ad Revenue from free or trial users | | | | |