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| **Business Model Canvas** | |  | | |  | |  |  |  |  |  |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Educational Institutions  Marketing partners  Legal advisors  MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities | AI-Driven Flashcards Generation.  The distribution channel will be a multi-channel distribution consiting of internet and direct sales.  Revenue streams will include a freemium plan and in app purchases and advertising.  CATEGORIES:  Production, Problem Solving, Platform/Network | | The value we deliver to the customer is relaxed learning and academic improvements. The customer problems are we helping to solve are removing Parental and Academic Pressure and control.  Story driven flashcards is offered to the Customer Segment.  CHARACTERISTICS: Newness, Performance, Customization, “Getting the Job Done”, Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability | | | | What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? | | We are creating value for kids.  Teenagers are our most important customers.  Our customer base a Mass Market. | | |
| **Key Resources** | | **Channels** | |
| API, Cloud services, Generative AI, Developers, patents, copyrights, validation  Legal resouces, legal advisors.    TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial | | We want our Customer Segments want to be reached through our Website on desktops and smartphones. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| What are the most important costs inherent in our business model?  Cloud resources, API, marketing, boardrooms, R n D, Infrastructure  Which Key Resources are most expensive?  Cloud resources, Infrastructure  Which Key Activities are most expensive?  Marketing. Maximum automation and fast content production. Value Driven where our product is focused on value creation and premium value proposition.  CHARACTERISTICS: Fixed Costs (salaries, rents, utilities, API), Variable costs (cloud resources) | | | | Our customers are willing to pay for academic improvement through a freemium model where some educational content is available for free and others would be behind a paywall. They can pay for the service using any online payment method.   FIXED PRICING: A subscription fees of 199 Rupees/year for all content  DYNAMIC PRICING: A subscription fee based of grades on subjects or grades choosen. | | | | | | | |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Educational Institutions:  Establish partnerships with educational institutions for bulk licensing, providing special rates for school-wide adoption.  Collaborate with educational technology organizations for joint research and development.  Content Providers:  Forge partnerships with subject matter experts or content creators to diversify flashcard content.  Consider integrating Open Educational Resources (OER) into your platform. | Continuous Learning Platform:  Expand the platform to offer not just flashcards but a comprehensive learning ecosystem with quizzes, interactive lessons, and progress tracking.  Regularly update content based on curriculum changes and user feedback. | | Comprehensive Learning Experience:  Emphasize the holistic learning experience, including interactive quizzes, gamified elements, and progress analytics.  Highlight adaptive learning features catering to various learning styles. | | | | Community Engagement:  Build a Study Community with Feedback Options.  Customer Segments:  Tailored Experiences for Students, Educators, and Parents.  Special Educator Accounts with Class Management. | | Individual Students:  Tailor the platform to meet the individualized learning needs of students.  Provide features such as personalized study plans, progress tracking, and adaptive learning algorithms..  Parents:  Offer features that allow parents to monitor their child's progress.  Provide insights into study habits and areas of improvement.  Implement communication channels between parents and educators for collaborative support. | | |
| **Key Resources** | | **Channels** | |
| User-Generated Content, Integration with Learning Management Systems (LMS), Social Media, Generative AI, Developers, patents, copyrights, validation, Legal resouces, | |  | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| Investment in R&D:  Allocate resources for ongoing research and development to stay at the forefront of educational technology.  Consider partnerships with research institutions for joint projects.  Community Moderation:  Budget for community moderation to ensure a safe and positive learning environment.  Leverage user feedback to continuously improve moderation processes. | | | | Enterprise Licensing:  Introduce enterprise licenses for schools with enhanced features and analytics.  Provide bulk pricing for widespread adoption.  In-App Purchases:  Create a marketplace for premium content and themes.  Implement microtransactions for personalized features.  Pricing:  Freemium model with premium tiers for advanced features.  Regional Expansion:  Translate content into multiple languages for regional reach.  Seek partnerships with regional educational organizations. | | | | | | | |
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