

Lean Canvas

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1

Problem 1. Very little methods to manage interaction and engagement with industry and external partners. 2. Materials are spread across a range of websites. This results in staff, students, and partners missing opportunities while wasting time. 3. Lack of automation for administration to manage opportunities.	Solution 1. Machine learning to track user activity and engagement which can tailor more suitable recommendations for events. 2. A built in cloud-based software with interactivity will attract students find everything they need in one place and share with others. 3. More automation with built in databases to manage live/dormant opportunities.	Unique Value Proposition Every opportunity encapsulated in one central hub with personalization and recommendations tailored to your interests. You will never miss another crucial event.	Unfair Advantage Cardiff University, our project sponsor and existing customer. Insider information into student life with a combined 60+ years of experience across multiple cities/universities. Links with the student community providing invaluable links with a range of industry/ knowledge (10)	Customer Segments Education sector, Cardiff University (Customers). Industries searching for student collaboration through projects/networking events and employment. (Users and customers). Students – prospective/current/alumni/part-time and full time. (Users). (11)
Existing Alternatives Cardiff Events page. (9) Networking and events page. Careers cafes meetings. COMSC Enterprise and innovation. Cardiff Jobs page. (7) Cardiff Conferences page. Cardiff’s personal Learning central. Student discords. Newsletters and emails from Cardiff. Cardiff Business school webpage. (8)	Key Metrics Number of MAU and 80%+ actively engaging monthly. (2) Quantity of establishments promoting events/jobs on the platform with positive student engagement and reception. Customer retention Success metrics: >90% of students engaging in events/jobs/placements. >95% positive reviews from student’s happiness questionnaire.	High-Level Concept LinkedIn for private and professional networking communities to find suitable opportunities.	Channels Networking through university executive teams. Direct contacts/partnerships from industry introductions. Referrals from existing customers Word of mouth from students. Email lists through the University. Advertising internally and externally. Sponsoring events and hiring student ambassadors to spread the word. (12)	Early Adopters Cardiff University staff, a controlled group of students and inhouse testers. Specifically, Data analysts, IT admins and website maintenance staff at Cardiff in partnership with industry advertisers to customize the content.
Cost Structure Implementation costs and developer costs to create and maintain a dynamic machine learning software, this includes integrating the software with the current Cardiff network. Cloud based AWS servers, 4gb RAM, 4 CPU’s 160GB storage, 6TB Bandwidth = \$624/mo. (1) Staff labour costs: £15/hr average *40 hours*5 staff members = £12k/month. (5) Advertising, networking, and sponsoring events to raise awareness. Training new employees and paying temporary staff such as recruiters/legal advisors. (6)			Revenue Streams Designated contracts with the university paid on yearly basis. Contracts with other industries and partnerships who want to use our platform. Governmental bursaries and loans for start-up businesses (Education). (3) Potential investors who are interested in seeing how well this platform will work. Commission for providing companies suitable candidates and event sales. Advertising revenue from the users browsing our platform. (13)	