**2. Business Model Canvas: A Visual Tapestry of Value**

| **Key Partners** | **Key Activities** | **Value Proposition** | **Customer Relationships** | **Customer Segments** |
| --- | --- | --- | --- | --- |
| Tech Companies (Global & Local) | Curriculum Development | 100% Practical, Project-Based Learning | Mentorship, Community | Career Switchers |
| Universities & Research Inst. | Mentorship & Guest Lectures | Blockchain-Verified Portfolios & Smart Certificates | Personalized Support | Recent Graduates |
| Venture Capital & Angel Inv. | Job Placement & Support | Budapest & Global Residency Experiences | Active Alumni Network | Tech Upskilling Professionals |
| NGOs & Impact Organizations | Startup Incubation & Funding | AI-Personalized Curriculum & Adaptive Learning Paths | Dedicated Job Support | Corporate Partners (HR/L&D) |
| Government Agencies | R&D & Innovation Initiatives | Strong Focus on Impact & Sustainability (UN SDGs) |  | Underrepresented Talent Pools |

| **Key Resources** | **Channels** | **Cost Structure** | **Revenue Streams** |
| --- | --- | --- | --- |
| Proprietary Online Platform | Global Online Platform | Salaries (Instructors, Staff, Admin) | Tiered Tuition Fees |
| Expert Mentors & Instructors | Social Media Marketing | Technology Development & Maintenance | Corporate Partnership Fees |
| Cutting-Edge Curriculum | Influencer & Community Outreach | Marketing & Sales Expenses | Placement & Recruitment Fees |
| Strong Brand & Network | Corporate Partnership Network | Budapest Residency Facilities & Operational Costs | Equity in Incubated Startups |
| Strategic Budapest Campus | Industry Events & Hackathons | Scholarships & Financial Aid | Alumni Network Membership Fees |
| AI-Powered Learning Systems | Student Project Showcases | R&D & Curriculum Innovation | Peer Review Token Economy (Indirect Rev.) |