

Lean Canvas

Problem

1. It is difficult for students to locate and show interest in research opportunities on campus.
2. It is difficult for professors to effectively recruit talented students to research opportunities on campus.
3. Information about the student, professor, and project is not adequately or efficiently shared between relevant parties.

Solution

1. Create a marketplace for research opportunities.
2. Allow robust browsing, searching, and tagging features to improve usability.
3. Include all relevant information about the student, professor, and project to streamline the connection process.

Key Metrics

1. Number of professor profiles
2. Number of projects created by professors
3. Number of student profiles
4. Percentage of project views versus project applications
5. Percentage of applications versus selections

Cost Structure

Costs will be centered around development and hosting, as this is a service marketplace product. User acquisition will be minimal as users will come in batches, paired and channeled through revenue partners. Other costs will include product marketing and integration, though similarly minimal.

Unique Value Proposition

QuickSource brings together professors and students to optimize recruitment for intra-university projects.

Unfair Advantage

Customizing the experience towards our niche of research opportunities will eliminate opportunities for competition from larger players as well as the possibility of users reverting back to open-ended solutions like email.

Customer Segments

1. Large research universities and other research institutions will be our primary customers as they will be supplying our revenue. This segment can be further narrowed down to those with a certain amount of research funding each year, a large pool of professors or researchers as well as students or research assistants, a diverse

set of academic fields and departments, and inefficient intra-organization communication tools.

2. End Users

- a. Professors that express an interest in pursuing research projects will supply the primary content.
- b. Students that are interested in getting involved with research projects will provide the majority of traffic.

Channels

Our primary partners, and revenue providers, will be large research institutions. Although we will provide support, it is largely the responsibility of these partners to distribute the product and acquire end users.

Revenue Streams

Large research institutions will be our primary revenue partners, but we hope to eventually diversify to other niche human capital processes, allowing access to other customer segments. We expect a small margins with one or two revenue partners but larger margins over time (based on a subscription model) and more partners.