TEAM PROFILE: Snycparth

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Business Model Canvas

Snycparth - Lean Business Canvas

PROJECT: Sync Your Tech Path

PROBLEM

Students struggle to navigate the tech industry due to: Too much scattered information online. Lack of practical experience and project based learning. No access to mentorship and real world guidance. Universities focus more on theory than frameworks/ tools.

SOLUTION

An integrated platform offering:

- Personalized tech career paths.
- Hands-on projects tied to real world skills.
- Mentor matching and live support.
- AI - driven learning recommendations.
- Portfolio builder with GitHub integration.
- Framework-based tutorials and challenges.

- Number of active users and returning learners.
- Completed projects and certifications(We still need to discuss it with VUT).
- Mentor session bookings and feedback scores.
- Job placement rate or internship success.
- Conversion rate from free to paid tier.

UNIQUE VALUE PROPOSITION

Learn by doing, guided by experts - from campus to career.

- Blends mentorship, projects and skill tracking in one.
- Focused on frameworks and career-readiness, not just syntax.
- Prepares users for actual tech jobs, not just theoretical knowledge.

UNFAIR ADVANTAGE

- AI-powered personalized learning plans.
- AI- personal mentor.
- Real mentor-mentee network.
- A community-driven model with peer learning and support.
- Strategic focus on frameworks & tools companies actually use.

CHANNELS

- University clubs and career centers.
- Social media: LinkedIn, Instagram, .
- YouTube tutorials and demos.
- Online communities: GKSS, GitHub.
- Webinars, tech fests, and hackathons.

SEGMENTS

- University & college students (especially in CS/IT).
- Self-taught developers and career changers.
- Bootcamp participants.
- Companies seeking junior devs with project experience.
- Career services departments in education institutions.

COST STRUCTURE

- Platform development and hosting (cloud services).
- Mentor compensation or incentives.
- Marketing and outreach campaigns.
- AI model integration/maintenance.- Admin staff and support operations.

REVENUE STREAMS

- Freemium model with paid premium access.
- One-on-one paid mentorship sessions.
- Sponsored challenges or branded content by companies.
- Institution/University licensing for bulk access.
- Certification or career coaching add-ons.