**Table

Description automatically generatedLean Canvas**

**Problem:**

* Not knowing the Dutch language:
* Lack of Dutch culture knowledge
* Bureaucracy (documentation)

**Existing Alternatives:**

Dutch language classes and government sessions that help with documentation already exist. These are a direct competition of our full package course.

**Solution:**

An intensive one-week Dutch language and culture course, inspired by the ‘Nuns of Vught’, where participants can only speak Dutch besides learning about the Dutch culture.

**Unique Value Proposition:**

Learn more in a one-week Dutch language/culture course than you would in a year following Dutch classes! Because of the intensive element, you will have to take the course seriously, resulting in amazing language/cultural knowledge results.

**Unfair Advantage:**

Since the services of the 'Nuns of Vught’ are being provided by Christian nuns, expats with different religions will not want to join their courses. Our courses will be disconnected from religions and will welcome everyone. This makes it interesting since the Netherlands has a large variety when it comes to expats from different nationalities.

Besides, we also look at Dutch culture/habits. Learning our participants to communicate with the Dutch.

Finally, we also offer help with documentation during our course.

**Channels:**

- Social media (Instagram/Facebook) since many people use Instagram and Facebook for social groups like expat communities.

- Word-of-mouth, which is one of the most important ones. For this channel, we will need good reviews as well.

- Networking events, showing with specific examples how our course looks like.

-TV ads, which reach a lot of people at once.

**Customer Segments:**

Expats 20-40 years old who are going to move to the Netherlands or already live here and are willing to participate.

**Key metrics:**

Our brand experience is measured with two variables:

- Number of people joining the course (sales)

- Likes and followers on or social media accounts (shows potential sales)

**Cost structure:**

- Value driven

- Services, since we offer a full package course, is one of the biggest costs (variable direct costs).

- Sales & marketing are important in finding participants (fixed direct costs).

- Cost per unit: approximately Є3500 (based upon the ‘Nuns of Vught’).

**Revenue streams:**

* Revenue within our company would be mainly generated by sales of the course with a price tag of approximately Є4500.
* Collaborations with companies to get cheaper inventory, products, food deals, etc for the course.
* And finally, sponsorships of companies that for example have a lot of their expat employees coming to their business.

**Current Lean Canvas is updated after user tests and interviews.**

**Channels**

- Social Media

- Word-of-mouth -Networking events and collaborations

**Unfair Advantage**

Providing professional help and frienship/community at the same placed

**Customer Segments**

- Expats living in the Netherlands who need emotional support

- International students studying in the Netherlands

**Unique Value Proposition**

Free weekly meetings helping fight loneliness in expats and learn from each other

A personalized approach towards all members providing a safe space

**Key Activities**

- Organizing support groups and meetings for expats

- Marketing and promoting the company through online and offline channels

- Developing and maintaining the company website

**Revenue Streams**

- Freemium model where the basic service of weekly meetings and support groups is free

- Premium service where expats can hire a Dutch person for assistance in bureaucracy, charged on an hourly basis

**Cost Structure**

- Employee salaries and benefits for Dutch expat support staff

- Website and online platform maintenance costs

- Rent and utilities for meeting spaces and event venues

**Key Metrics**

- Number of weekly meetings organized - Number of expats

attending - Customer satisfaction ratings

**Solution**

- providing understanding and a safe space for expats

- connect through shared experiences

**Existing Alternatives**

- Facebook Groups

- Integration Companies

**Problem**

-loneliness

-adaptation

-culture shock

**Problem:** While initially we believed the service should be an all-in-one package, providing language lessons, help with integration, housing and documentation, our problem interviews’ findings showed us the biggest and most common problem expats in the Netherlands experienced was feeling lonely, misunderstood and experiencing culture shock.

**Existing Alternatives:** While there are Facebook groups for foreigners in all the bigger cities in the Netherlands, they are rarely active as that age group is less active on Facebook and more on Instagram. There are also integration companies, however they focus on the moving process instead of integration itself.

**Solution:** Providing a safe environment for participants to share personal experiences and hardships and learn from each other.

**Unique Value Proposition:** Providing professional help and friendship/community at the same place.

**Unfair Advantage:** Because of the growing number of expats in the Netherlands our company has a competitive advantage in the means of providing a personal approach towards the expats. The meetings are free to join for everyone with the option to for “premium” help with any concerns/bureaucracy problems or issues that could arise.

**Channels:** We would be advertising and connecting with our followers through social media and make use of networking events/collaborations as well as word-to-mouth.

**Customer Segments:** Expats and international students living in the Netherlands who are in need of emotional support.

**Key activities:** Organizing support groups/events and marketing/promoting the service online

**Cost structure:** Some expenses of the company would be charges for rent for meeting spaces or venues, internet, gas, water and salaries for the Dutch employees. Furthermore, in order to keep the website up to date and make it engaging for our audience we would have website, advertisement and maintenance costs.

**Revenue streams:** The free model is accessible for members of all cultural and economic backgrounds. Our service offers weekly meetings, since from the problem interviews, we gathered that people would be most willing to participate if the meetings were set up in such setting, in an area close to the city center and once a week, so they can combine it with their work schedules.

The premium model includes the opportunity to “hire” a Dutch person at an hourly rate in order receive specialized help in case of issues with documentation, opening a bank account, registering for a BSN or any other situation that may arise.

**Improvements:**

The solution interviews were very insightful and helped us get to know our target audience below the surface. While our initial idea was to help them mainly with documentation, language courses and integration, we found out that the biggest and most common problem they experienced was loneliness, lack of emotional support, guidance and culture shock. This is why we decided for the second version of our service to focus on emotional support and professional counselling. This provoked changes in our business model and cost structure, as well as revenue streams. The list of key activities was narrowed down to group support meetings and events in order to provide the most valuable and personalized approach to our target audience. Furthermore, from our interview findings we decided to decrease the target audience from 20-40 years old to 18-25 as we came to the conclusion that younger expats faced these challenges to a bigger extent. Therefore, the channels changed as well, we decided to remove Facebook as a possible channel because it will no longer be useful. Overall, it was a good opportunity to improve our work.