



Key Partners ?	Key Activities ?	Value Proposition ?	Customer Relationships ?	Customer Segments ?
<p>1. Who are your key partners?</p> <p>Traditional (big) educational consultancy firms</p> <ul style="list-style-type: none"> - Sub contracted projects in portfolio - Network in these organizations (2) present <hr/> <p>Members from youth organizations</p> <ul style="list-style-type: none"> - People that can advocate present in these organizations. - Key players that also hold positions in local governments (elected and civil servants). <hr/>	<p>1. What are your key activities?</p> <p>Educational consultancy</p> <ul style="list-style-type: none"> - Providing clients with advice on how to improve their educational practices (HRD) - Assisting in policy research (as subcontractor of big governmental research projects) <hr/> <p>Key Resources ?</p> <p>1. What are your key resources?</p> <p>Knowledge</p> <ul style="list-style-type: none"> - High level knowledge on Recognition of Prior Learning (master thesis / research article / recognition of knowledge by EU bodies (CoE)) - Knowledge of educational practices (master Educational Science and Technology) - Strong MOOC experience (over 100 MOOCs completed) - Teaching experience (certified teacher) <hr/> <p>Methodology</p> <ul style="list-style-type: none"> - Unique approach in social science (TRIZ/TIPS; only 10 people or so use this methodology in social settings in the world) <hr/>	<p>1. What are your value propositions?</p> <p>High quality advice at limited costs</p> <ul style="list-style-type: none"> - My strong knowledge on both education, policy and IT in educational settings allows me to deliver high quality advice. - Due to the lack of a prestige factor and low overhead (office, etc) cost I will be able to deliver my services at lower cost than traditional consulting firms. <hr/> <p>Unique perspective</p> <ul style="list-style-type: none"> - Educational approach instead of traditional youth work/social science approach. - Using methodologies from electrical engineering (TRIZ/TIPS). <hr/>	<p>1. Your customer relationships?</p> <p>Co-creation</p> <ul style="list-style-type: none"> - Together with the client I will identify the problem(s) and we will work towards a solution. <hr/> <p>Expert role</p> <ul style="list-style-type: none"> - Due to my knowledge I will have to present myself as an expert in this field. <hr/> <p>Channels ?</p> <p>1. Channels</p> <p>Informal networking</p> <ul style="list-style-type: none"> - Using my existing network in various schools and educational organizations to obtain new clients and projects <hr/> <p>Direct marketing</p> <ul style="list-style-type: none"> - Direct mail to government officials responsible for youth <hr/>	<p>1. Customer Segments</p> <p>School</p> <ul style="list-style-type: none"> - Providing advice to boards on how to run schools <hr/> <p>Educational consultancy firms</p> <ul style="list-style-type: none"> - Sub-contracting research projects for national and EU government. <hr/> <p>Local (municipal) governments</p> <ul style="list-style-type: none"> - Providing policy research which this group of customers currently lack (new policy area due to re-distribution of tasks by the national government). <hr/>
<p>Cost Structure ?</p> <p>1. What about your cost structure?</p> <p>Fixed costs</p> <ul style="list-style-type: none"> - Very low fixed cost (will work from home) due to minimal 	<p>Revenue Streams ?</p> <p>1. What are your revenue streams?</p> <p>Project fees</p> <ul style="list-style-type: none"> - Single (non-recurring) transactions (project based) 			

overhead (only need a laptop
and an internet connection;
travel costs are billed to the
client)

Flexible costs

- Project costs for workshops
etc. will be included in the price
of the project (standard practice
in this sector).

Hourly rate

- Far below traditional
consultancy firms but with good
level of knowledge.

Recurring workshops

- Training people in my
methodology (highly uncertain)
