

Bussiness plan

E-dochub

I. 1. Key Partners :

Our most important partners:

1. Partner 1: Middle school, high school students, students, master's and doctoral student;
2. Partner 2: Schools, high schools, colleges;
3. Partner 3 : School inspectorates and Ministry of Education;
4. Partner 4 : Companies that perform in the field of education through which the competencies necessary for the portfolio are issued;
5. Partner 5: Companies that organize contests, events (for "improvement") - multidisciplinary;
6. Partner 6: NGOs (Non Guvernamental Organization) - for volunteering;

• Key resources acquired from partner:

- Partner 1: The students are the target group of this application and they will contribute with their personal data and portfolio, being the most important resource of the application for content creators and portfolios (partners 4,5,6);
- Partner 2 si 3: The dissemination and distribution of information to all educational units to present the advantages of students using this application;
- Partner 4: The creators of the educational offers are necessary to create the portfolio of each student, regardless of the schooling level;
- Partner 5: The organizers of multidisciplinary competitions that will present their offer within the application;
- Partner 6: Organizers of events for the volunteering activities required in their projects and in the portfolios of each student.

- Key activities our partners perform:
 - Partener 1: - They represent the human resource that brings value to the application by utilizing the app as an instrument for the realization and management of their own portfolios;
 - Partener 2 si 3: They represent the app promotion resource;
 - Partener 4 si 5: They represent one of the application's funding sources;
 - Partener 6: Represents the resource of involvement in civil society;

2. Key activities :

- A tool for students through which they can develop their portfolios, offering the possibility of being shared with any entity they want to join;
- It represents an educational hub where students are able to find various educational offers and where the educational offers creators can present them;

3. Key resources :

- Financing from the companies that are hosting the contests and events for students (partners 4, 5 and 6);
- Financing from the Ministry of Education and from the School inspectorates;
- App designer consultants and high tech professionals;

4. Value Propositions

E-dochub is the application that incorporates all the facilities of making portfolios for various levels of education (Middle School, High-School, University and Postgraduate), from the possibility of making it depending on the awards, the competencies that the students have, the courses and competitions supported by them, the scholastic and extracurricular activities in which they participate, to getting inspired by

the portfolios of other students. They can also do that through the offers given by companies that want to be promoted for making possible the creation of portfolios via the application. In addition to that, the students are able to find all the valid courses which they can join in order to obtain not only experience and knowledge in the desired field, but also prizes and a secured place at the university of their dreams.

The students , as I have mentioned before, will have access to other types of portfolios so that they can find very easily , based on the topic they are interested in, the competitions, grades, competence they need to dispose of in order to get into their university of choice, based on the educational level they want to join. Not only that, but once the portfolio, which can be structured based on their educational stage (middle school, high school, university etc.), is made, it can be sent directly to universities as a pre-admission sheet or wherever they need their portfolio to be sent, this works even for trying to be hired, so that the students won't have to worry about not finding the diplomas they need, losing their important documents etc. because everything will be stored and organized in their on-line portfolios.

In addition to that, they will be able to apply to all the courses and educational/volunteering events (ex: Polifest, Proedus) they would like as they will all appear on their feed page and on "Events" from where they can immediately click on the related links that will lead them to the registration form of each activity and, if the hosts of the events are partnering with us, they can do that directly in the application.

This application not only facilitates the process of making a college portfolio, very important for finding a proper career in life, but it also encourages students to develop more organized habits and it determines them to concern a lot more about their studying and performances throughout the years. However, the app is not only for students, it is also a platform where different companies or people hosting educational activities can promote themselves so that they can easily and quickly find participants or volunteers for their projects.

5. Customer relationships

- A large variety of portfolios to get inspired from;
- Expanding the educational sources for activities and events based on the number of students using the app;
- Cost-Free app (already is);

- Having the possibility of accessing the application and any section of it easily and quickly;
- Good functionality;

6. Customer segments

- The app was built for all middle school, high school, college students with the aim of facilitating the creation of their own mandatory portfolios for admission to prestigious colleges as they actually represent our most important customers;
- It addresses to a large mass market, approximately 3,5 million students and school students;
- These students are structured based on the following age segments:
 - 10-14 Middle School;
 - 14-18 High-school;
 - 18-23 University and Postgraduate;

7. Channels:

1. Through the medium of the School inspectorates and the Ministry of Education in all schools of Romania;
2. In App Store or Google Play from where the app will be freely downloaded/ installed;
3. Through other educational platforms;
4. On our Website and on the social platforms that will specially be created;
5. Through the distribution of the app on platforms specialized on educational hubs and through social platforms;
6. Media Partnerships;
7. Through paid ads;

8. Cost structure

- Building the app : 1 x 10000€;
- Web Domain and web services cost : 300€/year;
- App Store and Google Play cost: 300€/year;
- Ads cost: 5000€;
- App maintenance and upgrade cost: 5000€/year;

9. Revenue Streams

- Income from the companies that offer educational services : 5000€/year;
- Income from the companies that want to be promoted on the first page of the app : aproximately 10000€/year;
- The payments can be made directly in the app through any on-line sources (credit card, bank transfer, paypal, ApplePay, GooglePay etc.);
- The App is completely FREE for the students;

II. Our SMART goals:

1. To launch our app on App Store and Google Play by the middle of 2024;
2. To hire professional tech designers and managers to customize and maximize the efficiency and functionality of our app by the end of 2024;
3. To reach the number of 500,000 users of the application by the end of 2025, with the target to get to 1 million users by the end of 2028;
4. To create partnerships with 50% of schools, high schools, universities in Romania, and with the Ministry of Education and School Inspectorates by the end of 2026
5. To promote 60% of Romanian potential companies for events, courses and competitions for students by the end of 2026 with the scope of realizing the income budget needed for the equilibration between the income and expenses;
6. To partner with NGOs which need volunteers for their projects by the end of 2025;
7. To expand our application in educational units in Europe starting with 2029