Business Model Canvas

Key Partners

Educational Institutions: Provide courses and content to be integrated into the platform.
Corporate Partners: Supply courses, tools and content to be integrated.
Game Development Experts: Assist in designing gamified learning modules and AI-driven features.
Instructors & Advisor: Work with them to be guided throughout the project on technicalities and develop interactive learning modules.

Key Activities

Platform Maintenance: Continuous improvement and updates using the MERN stack.
User Management: Authentication and support for students & educators.
Content & AI Personalization: Implement AI recommendation systems and integrate interactive learning modules.
Gamified Assessments: Develop game-based quizzes, tests, and learning activities with rewards like TriviaCoin.

Key Resources

Team Members Skills: Related expertise in front end and back end according to requirements.
Technical Requirements: Tools like TensorFlow.js for recommendations.
Libraries and frameworks for efficient development.
Advisor Support: Technical guidance from the project supervisor.

Value Propositions

For Learners: Engaging, game-based learning with rewards (TriviaCoin), which makes learning fun and helps retain knowledge.
For Educators: A platform to reach more students, assess their knowledge, and offer engaging courses.
For Institutions: A new way to deliver educational content that enhances student engagement and performance through interactive methods.
For Corporate Clients: A new way to train their employees in specific skillset with effectiveness.

Customer Relationships

Self-Service: Users can register as either a teacher or a student accordingly and access their own dashboards for further implementations.
Personalized Recommendation: AI-driven recommendations, weakness detection and support through chat and email.
Forum Support: Leaderboards, peer competitions, and interactive forums encourage user interaction and learning.

Channels

Website: Main platform to access the functionalities. (Future Scope: Mobile Application)
Social Media: Promotion and engagement with users through social media platforms to build a community.
Partnerships: Possible co-operation with educational institute or corporates related to courses and training.

Customer Segments

Students: People willing/wanting to learn from the courses on our website.
Teachers: People willing to teach/add their courses to the website.
Educational Institutions: Schools, colleges, and online learning platforms looking to integrate gamified learning for better engagement.
Corporate Clients: Businesses seeking to train employees using interactive, game-based learning modules.

Cost Structure

Development Tools: Mostly free tools like Visual Studio Code, GitHub, and open-source libraries.
Marketing: Minimal budget for social media ads and promotion, more focused on word-of-mouth.
Cloud Hosting: Basic cloud services for hosting (e.g., free tiers from AWS).
Miscellaneous Costs: Low expenses for domain registration and any small software licenses.

Revenue Streams

Freemium Model: Basic access is free, with premium features available for a small fee.
Ad Revenue: Earnings from non-intrusive ads displayed within the platform.
Pay-Per-Course: Users can pay a small fee for access to some specific specialized courses.
In-App Microtransactions: Users can purchase small rewards or cosmetic features (e.g., badges, custom themes, triviacoin) using a small amount of real money.
Event-Based Revenue: Host occasional paid webinars or workshops with industry professionals, offering deeper dives into specific topics for a small fee.