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| NAME | REG.NO |
| MAGEZI RICHARD ELIJAH | M24B13/019 |
| MARTHA KATUSIIME PRAISE | M24B13/057 |
| MUYOBO ARNOLD | M24B13/024 |
| KENKYERENGYE SELLAH | S25B13/040 |
| MUNGUCI GEORGE | S24B13/041 |
| MADE HUMPHREY | S25B13/045 |
| OOKO BRENDAH AWUOR | M24B13/058 |
| AYAA GLADYS | S25B13/106 |
| CHELIMO HUSSEIN | S24B13/088 |

COURSE UNIT: DATABASE PROGRAMMING LECTURER: MR. KUBANJA MARTIN AND JOSHUA MWESIGYE

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**Business Model Canvas: Online learning Platform**

**1. Customer Segments**

Students: People interested in learning something new or acquiring new skills by enrolling in courses. They are the primary consumer segment of all lesson and course material.

Instructors: Subject experts or teachers who develop, host, and offer the course material.

**2. Value Propositions**

For Students:

Structured Learning: Access to a course and lesson inventory with a clear path of progression.

Diverse Content: Instructional material delivered in varied media, i.e., VIDEO LECTURE and DOCUMENT formats.

Trackable Progress: Ability to track completion percentage, get a final score, and demonstrate expertise through formal ASSESSMENT, QUIZ, and ASSIGNMENT.

For Teachers:

Content Management System: A unique software to plan their courses, lessons, and all associated assessments.

Monetization: A platform to sell their instructional material and earn revenue depending on the course Price.

**3. Customer Relationships**

Automated/Self-Service: The basic relationship between the platform and the user is controlled by the platform, such as user registration, course enrollment, access to lessons, and PROGRESS tracking.

Direct Interaction (Inferred): May include support streams for platform issues and possible direct Q&A or feedback between STUDENT and INSTRUCTOR.

**4. Revenue Streams**

Course selling, represented by the Price attribute of the COURSE entity, is the first and main source of revenue. The same can be obtained through:

One-off Course Purchases: Single payment for permanent access to a specific defined course.

Subscription Fees: Regular payments for access to a broad selection or the entire set of courses.

**5. Critical Assets**

Intellectual Property (Software): Own E-learning environment, database, and user interfaces storing and managing USER, COURSE, LESSON, and PROGRESS data.

Human Capital: Body of INSTRUCTORs who provide the essential content.

Digital Infrastructure: Server, database hosting infrastructure required to store all learning material (videos, documents, exams) and user data.

**6. Key Activities**

Platform Development & Maintenance: Continuous development, securing, and maintenance of the E-learning platform.

Content Management: Approved, sequenced, and dispatched courses, lessons, and associated media.

User Acquisition: Marketing activities for attracting and enrolling STUDENTs and INSTRUCTORs.

**7. Key Partnerships**

Content Providers (Instructors): Individuals or companies that create and offer the courses for the platform.

Payment Processors: Financial partners that process the Price's course purchases naturally occurring transactions.

Technology Providers: Cloud hosting providers (e.g., AWS, Azure) needed to host the platform and hold content.