

The Business Model Canvas

Designed for: 18641 team project

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Key Partners



External Organizations advertising new activities

Professors looking for assistants in his research lab or courses.

Students looking for useful information of activities as well as positions of TA/RA.

Key Activities



Advertisement on activities hold by organizations.

Chat in a chat room with multiple users.

Key Resources



-- Registered web address

-- Tablets and Cell phones

Value Propositions



Help organizations to better and easier advertise their activities

Help professors to easier find a competitive assistant. On the other side, help students to easier find a TA/RA position.

Help students to be better and faster familiar with school life and find new friends as well as reduce their spends on textbooks.

Customer Relationships



Participant recognition

Seller and Buyer

Professor and Students (Employer and Employee)

Channels



General section for all users to publish their posts and chat with each other in chat room.

Specific section for professors to publish recruiting posts for TA/RA assistants.

Specific section for organizations to publish acitivity posts for advertisement.

Customer Segments



Social Organizations

Professors of the university

Students of the university

Cost Structure



Marketing, promotions & communications

Website registration & maintenance

Revenue Streams



Grants from zeusBaby



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