

How well has the group you were assigned addressed the entire business model canvas?

- The BMC canvas (<https://bmfiddle.com/f/#/vz2k3>) was well addressed by the team. Almost all aspects of the BMC were covered including the key resources which were well identified.
- I think the team should have identified more in customer segment from BMC, for example the customer segment could have included not only TY students but all year students looking for assistance with internships, tutors, jobs etc.
- One major missing in Channels I felt was tying up with universities departments of placement assistance for providing support to students.

What constructive criticism or advice would you give that group to improve their business model and test their assumptions in relation to the revenue stream and cost structure (feel free to post this advice to the group's blog also)?

As posted on Group BLOG:

- Since from the hypothesis testing we see that very few percentages of students are willing to pay the subscription fees, a good revenue stream would be tying with educational organizations for the service.
- Also, a Freemium Model could be given a thought, to see if it's feasible OR a "*Product is Free, But Services Aren't*" model in which the core product is free but for additional service and support is to be paid for.
- Also, the cost structure is well thought of, just check if administrative and office rentals can be cut off or limited in the initial phase of the launch.

What did you learn from this group in this phase about what you might do, do better or avoid doing, in your own group's business modeling and customer discovery journey?

- The group pivoted a little from the initial seed idea, I would say that they could have pivoted more and totally rebuild the idea of a student assistance platform not only focusing on just the TY students.
- They have done a good amount of hypothesis testing which gives a better understanding of the market. We in our own group assignment feel that there could have been a deeper market research/hypothesis testing for the product.
- Also, the ethics canvas was very well organized