



# BUSINESS MODEL CANVAS

## CURRENT BUSINESS MODEL

**Pay for knowledge**

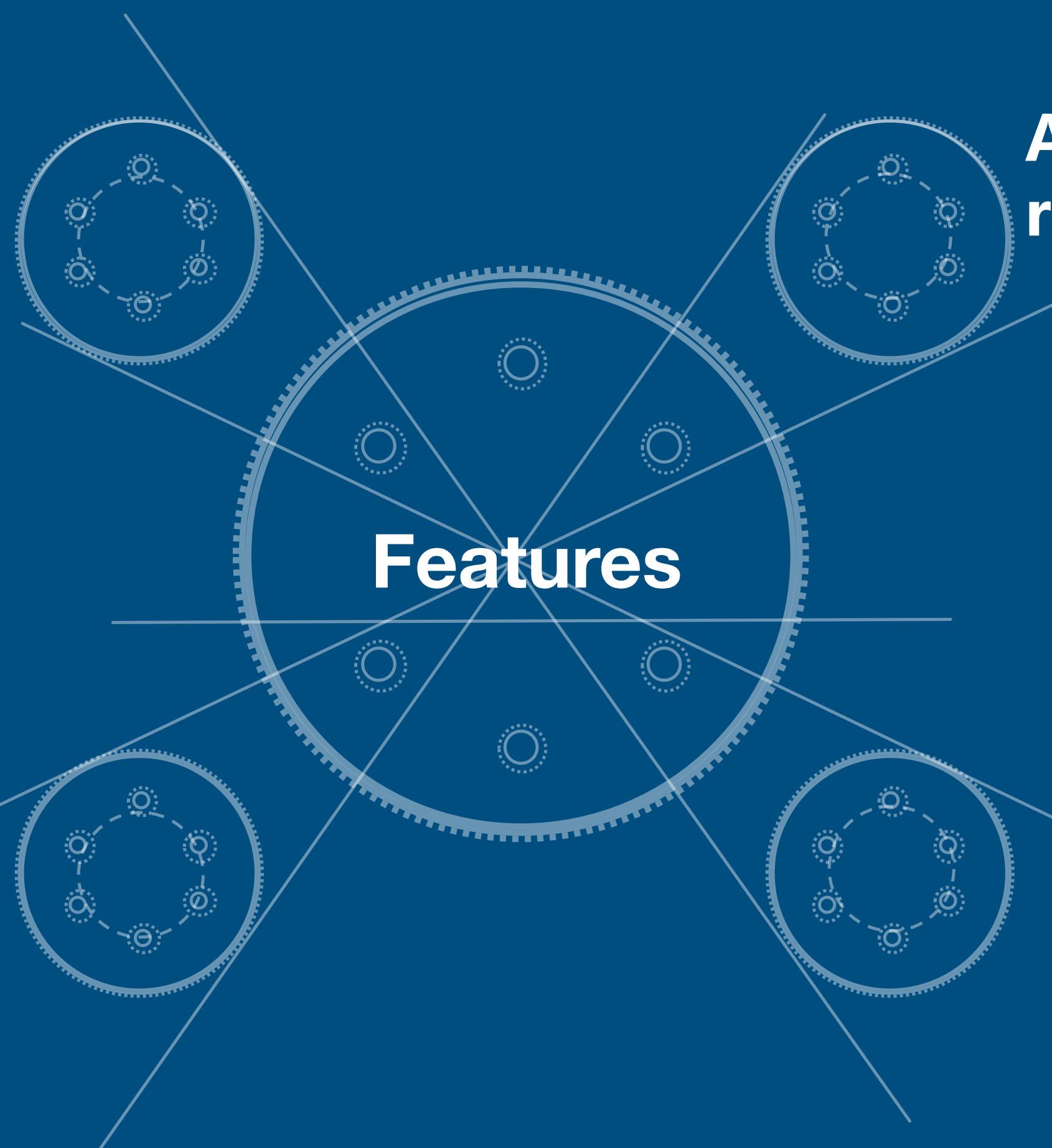
**Pay for answers**

**An active community  
respecting copyright**

**Features**

**Much revenue**

**Pay for courses**





# BLUE OCEAN STRATEGY

## CURRENT BUSINESS MODEL

### Initial-core community

<b>E</b>	<b>Eliminate</b>
	Open registration

<b>R</b>	<b>Reduce</b>
	Unprofessional answers

<b>R</b>	<b>Raise</b>
	Professional answers;

<b>C</b>	<b>Create</b>
	Peer to peer answer community; Knowledge sharing culture