The “Appi APP” Business Model Canvas Whitepaper.

The “Appi APP” - (Apprentice App)

**Value Proposition**

Core Value of the “Appi App” is linking apprentices and Tradesmen to each other and Business owners needing quality employees. The company is identifying itself as the Linkedin of tradespeople. Giving both visibility, Pride and social credit to the Australian Tradespace, thus improving the quality of construction and construction services in Australia.

Whilst others may just be job posting services this app will be the end 2 end life cycle for Apprentices as they complete their TAFE or Graduate Certifications and gain traction in their early years within the industry.

The Appi App will offer apprentices, tradesmen, and business a platform to promote themselves via visual evidence. For apprentices prior to graduating, it will offer them the chance to gain experience and connections early within the industry.

The Appi App aims to partner with tertiary education institutions such as Tafe to offer them the opportunity to evaluate students’ capabilities against real world activities and jobs. For tradesmen and business, it offers them the opportunity to look at the profile of each other’s past works, projects and services and land each other in a air tasker like manner via a interactive map job posting.

From these three pillars of user we will have various services that are strategically aligned to that user, TAFE Student, Apprentice, Business. The tafe student with partneship from Tafe will see multiple Tafe sponsored tutorials on how to conduct construction preparation activities and professional behaviours that are sometimes overlooked. Apprentices will have the ability to utilize Instagram style story features and Facebook style Wall posts that illustrate their best latest projects work.

**Key Partners**

Tafe – Enticing Tafe to commit to utilizing the app as a professional marketing platform for their services their students and using it actively as a method to gather collaterals and evidence affirming its students’ skills.There is significant long-term impact of supporting the Appi APP. Both image of the Tafe in public forum but also on the institution's students, alumni, and reputation within the industry. Discuss potential opportunities for collaboration, research, and alumni engagement that can arise from promoting the app and fostering a thriving community of students and professionals.

The Appi APP can enhance the educational experience for students, whether through hands-on learning opportunities, exposure to real-world projects, or access to industry mentors and resources. Highlight features such as tutorials, case studies, and industry insights that can supplement classroom instruction and help students develop practical skills.

Local businesses and construction companies who can run advertisements for short term to long term jobs, projects and works to their pick of quality young talented tradespeople.

**Key Activities**

**There are Two:**

The Primary Key activities will be to motivate young Apprentices and Tradesmen to adopt this as a way to show their jobs via posting images of completed works and building up their social credit and social profile. Then Employer Users will be able to also build their own profile showcasing actively hiring jobs and evaluate those applying based on their profile certifications and past works photographed. A map of i.e. Sydney with active red dots where tradesmen on a weekend can hover their mouse over or touch with their thumb to learn about the pay, the type of work and the required completion date. Similar to Airtasker and Realestate.com.au.

Secondary but ensuring the continued success is having TAFE and trades i.e. Chefs industry students be actively using this app to catalogue and track their deliverables and evidence of competencies to TAFE to help get accreditation also forms on of the main pillars of this app.

**Channels**

Mobile App for IOS and Android, its going to be a blueprint from LinkedIn in the way the layout functions across mobile and website devices.

The three main ways of marketing are

**Targeted Social Media Advertising**: Utilize platforms like Facebook, Instagram, and LinkedIn to run targeted advertising campaigns aimed at professionals in the trades and building industry. Use demographic targeting options to reach the right audience based on location, job title, interests, etc.

**Industry Partnerships and Collaborations**: Forge partnerships with industry-related organizations, trade schools, suppliers, and influencers. Collaborate on content, cross-promotions, or co-host events to increase visibility and credibility within the industry.

**Influencer Marketing**: Identify influential figures within the trades and building industry, such as well-known contractors, architects, or designers. Partner with them to promote your app to their followers through sponsored posts, guest appearances, or endorsements.

Utilising online marketing on various platforms mainly work wear websites and advertisements on google SEO results regarding Bricklaying, Concrete, Work vehicles, Bunnings, Makita and other tool websites.

**Key Resources**

There are ten key resources that are needed to ensure a viable and long term successful Appi App

Technology Infrastructure: This includes the hardware, software, and networking capabilities necessary to host and operate the app. It encompasses servers, databases, development tools, and cloud services required for app deployment, maintenance, and scalability.

Human Capital: Skilled personnel are crucial for developing, maintaining, and supporting the app. This includes software developers, designers, product managers, customer support staff, and community managers who contribute to app development, user experience, and ongoing operations.

Content: User-generated content forms the core of the app's value proposition. High-quality and relevant content shared by professionals in the trades and building industry attracts and engages users, fostering community interaction and networking opportunities.

Partnerships and Collaborations: Collaborations with industry organizations, influencers, educational institutions, and other stakeholders provide access to resources, expertise, and promotional opportunities that enhance the app's reach and credibility within the target market.

Data and Insights: Access to data analytics tools and insights is essential for understanding user behavior, preferences, and trends. Analyzing user data helps optimize app performance, personalize user experiences, and inform decision-making related to product development and marketing strategies.

Financial Resources: Adequate funding is necessary to support app development, marketing initiatives, infrastructure maintenance, and ongoing operations. Financial resources may come from investors, grants, revenue generated through subscriptions or advertising, or other sources of funding.

Intellectual Property: Protecting intellectual property rights related to the app's technology, branding, and content is crucial for maintaining a competitive advantage and safeguarding against unauthorized use or infringement by competitors.

Regulatory Compliance: Ensuring compliance with relevant laws and regulations governing data privacy, user safety, and content moderation is essential for building trust with users and mitigating legal risks associated with operating a social networking app.

Community and User Engagement: Building a vibrant and active community of users is essential for sustaining long-term growth and retention. Resources dedicated to fostering user engagement, moderating content, and resolving disputes contribute to a positive user experience and a thriving community ecosystem.

Customer Support and Service: Providing responsive and effective customer support is critical for addressing user inquiries, resolving technical issues, and maintaining user satisfaction. Dedicated support staff and resources are necessary to ensure timely assistance and problem resolution for app users.

**Customer Relationships**

User-to-User Relationships: Facilitating connections and interactions between users is fundamental to the app's value proposition. Building features that enable users to network, collaborate, and share knowledge with peers in the industry fosters a sense of community and encourages ongoing engagement.

User-to-Platform Relationships: Providing users with a seamless and intuitive platform experience is crucial for cultivating positive relationships with the app. Offering user-friendly interfaces, responsive customer support, and transparent communication channels enhances user satisfaction and loyalty.

Platform-to-User Relationships: Proactively engaging with users through targeted notifications, personalized recommendations, and relevant content enhances the app's relevance and value to users. Keeping users informed about updates, events, and opportunities within the industry helps maintain ongoing engagement and interest.

Platform-to-Platform Relationships: Integrating with complementary platforms, tools, and services used by professionals in the trades and building industry expands the app's ecosystem and enhances its utility. Collaborating with industry partners to provide seamless interoperability and shared resources benefits users and strengthens the app's value proposition.

Community Management: Establishing dedicated community management resources to moderate discussions, address user feedback, and resolve disputes fosters a positive and inclusive community culture. Building trust and rapport with users through transparent communication and responsive engagement contributes to long-term user relationships.

Feedback Loops: Creating mechanisms for soliciting Apprentice, Tradepeople and Employers feedback, suggestions, and feature requests enables the app to adapt and evolve in response to user needs and preferences. Actively listening to user input and incorporating user-generated ideas into the app's development roadmap demonstrates a commitment to customer-centricity and continuous improvement.

Apprentice and Employers Users/ Business Posters User Support and Assistance: Offering responsive and effective user support services is essential for addressing user inquiries, troubleshooting technical issues, and providing guidance on app usage. Establishing clear communication channels and providing timely assistance contributes to positive user experiences and builds trust in the app.

TAFE Education and Training: Providing resources, tutorials, and training materials to help users maximize the value of the app and develop their skills and expertise in the trades and building industry enhances user relationships. Empowering users with knowledge and support contributes to their success and loyalty to the app.

**Customer Segments**

Obviously the TAFE students are the desired focal point from them other segments will be attracted to adopt the app.

Then come fully certified tradespeople

Followed by

General contractors, Subcontractors, Small Trade Businesses, and a push to entice Government agencies and regulators to also advertise their opportunities within the App. Building owners, Architects, designers, real estate developers, Suppliers and Manufacturers.

**Cost Structure**

Technology Infrastructure Costs: This includes expenses related to hosting the app on servers, maintaining databases, ensuring cybersecurity measures, and implementing necessary software updates and enhancements to support a scalable and reliable platform.

Development and Maintenance Costs: Investment in software development and maintenance to continuously improve the app's features, user experience, and performance. This includes hiring skilled developers, designers, and product managers to build and iterate on the platform.

Marketing and User Acquisition Costs: Funds allocated for marketing initiatives to attract new users to the app and increase user engagement. This may include digital advertising, content marketing, social media promotions, influencer partnerships, and other user acquisition strategies.

Partnership and Collaboration Expenses: Resources dedicated to establishing and maintaining partnerships with educational institutions, industry organizations, and external businesses looking to post jobs on the platform. This may involve partnership development, negotiation, and ongoing relationship management.

Customer Support and Community Management Costs: Investment in customer support services to address user inquiries, provide technical assistance, and resolve issues promptly. Additionally, resources may be allocated for community management efforts to moderate content, foster user engagement, and ensure a positive user experience.

Data Analytics and Insights Costs: Budget for data analytics tools and resources to collect, analyze, and derive actionable insights from user data. This enables the app to understand user behavior, preferences, and trends, and make data-driven decisions to optimize the platform's performance and user engagement.

Legal and Regulatory Compliance Expenses: Costs associated with ensuring compliance with applicable laws, regulations, and industry standards related to data privacy, user safety, intellectual property rights, and other legal considerations. This may involve hiring legal counsel, conducting compliance audits, and implementing necessary safeguards.

Operational Overheads: Miscellaneous operational expenses such as office rent, utilities, insurance, administrative costs, and other overhead expenses required to support the day-to-day operations of the business.

Research and Development Investments: Funds allocated for research and development initiatives aimed at innovating new features, exploring emerging technologies, and staying ahead of competitors in the dynamic social networking landscape.

Scalability and Growth Investments: Capital set aside for scaling the app's infrastructure, team, and operations to accommodate growth in user base, feature complexity, and market expansion. This may include investments in cloud infrastructure, hiring additional staff, and expanding into new geographic regions or vertical markets.

Revenue Streams

Appi App is free to download, revenue will come in pop up advertisements by recruitment companies, work gear companies, tool product companies and other in browser sponsored advertisements. There will be a flat fee for all Businesses promoting their jobs at 10$.

As soon as a partnership forms with TAFE or other services and trades based educational institutions, we can extend to them the platform to track and evaluate remotely in app based on specific evidence, (taken to specific conditions i.e. in app level to prove plumb and straight walls.) This evidence will also have geographical listing in their completed works history which allows TAFE professors at their discretion the time to attend sights of work. Local businesses who also give these opportunities to these students will be able to confirm and refer them on for accreditation, commendation and further work with other businesses.

Also potential revenue stream is a dollar a comment for employers who can actively approach tradesmen and apprentices with their linked job posting either 1 Dollar Direct Message inbox or a 1 Dollar Wall post which may entice other students and tradesmen to approach the business. we can organise their students’ specific collaterals to appear in app. There are pages which professors and course accreditors can access and visit specific to the students and encrypted with 2FA to access and have a dialogue with the students regarding marks and counting works towards syllabus and competencies.

These pages will be able to be built out and adjusted to TAFE’s desires as the partnership increases.

These pages can also be adjusted and filtered by profession, i.e. Chef, electrician, Carpentry, Forklift Driver. This will be a leap forward as for the first time TAFE will have the ability to allow students to video themselves doing welding, driving, drilling, cutting, construction activities and use this app as recognized evidence of competency.

There is a great deal of value in this App and it will elevate the quality of works in Australia one Job, one Apprentice at a time.