

# The Business Model Canvas

Designed by: Facilitators

Iteration: 1

## Key Partners

Web Development Team  
IT Staff  
Payment Gateway Companies  
Resource Management Team

## Key Suppliers

Superior University  
Comsats University  
LUMS  
Punjab Skill Development  
Fund  
Digital Dive Agency

## Motivation for Partnerships

Optimization and Economy of Sale

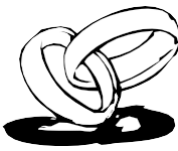
- Buyer-supplier relationship is designed to optimize the allocation of resources and activities.
- Scale partnerships are formed to reduce costs and involve outsourcing or sharing infrastructure.

Reduction of Risk and Uncertainty

- Help reduce risk in a competitive environment characterized by uncertainty.

Acquisition of Particular Resources and Activities

- Needs to acquire knowledge, licenses, or access to customers.



## Key Activities

Curriculum Design and Development

- Facilitators aims to provide development services for clients in accordance with educational best practices and client specifications.

Course Design and Development

- OR Courses are developed with the aid of a dedicated subject-matter expert employed by the client for the scope of the project (e.g., a faculty member for higher-ed institutions, or a seasoned field professional for corporate clients).

Learning Object Development

- Facilitators designs and develops rich-media learning objects, designed to motivate learners, to increase course interactivity, to provide novel and interesting views of course content.

Training

- Third Degree I.D. provides a number of training options for clients who wish to expand their e-learning skills and knowledge.

Consulting

- e-learning strategic planning
- accreditation substantive change documentation
- learning-objects database planning
- content-reuse planning “
- best practices” consulting
- open-source e-learning assets consulting



## Value Propositions

- The facilitators plan to develop, and markets instructional products and services for the corporate, education, government, and healthcare e-learning industries.

- Its principal goal is client satisfaction, serving client interests as an ally and loyal business partner.



- The company plan to operate on a for-profit basis and an engaging and equitable work environment for its owners, employees, and contractors.

## Characteristics

- Persistent and creative client development efforts
- Exceptional product and service quality
- Time-efficient and cost-effective development processes
- Expert management and knowledgeable staff
- Cash-savvy growth strategies

## Customer Relationships

- Facilitators provides its clients the personal touch that large, proprietary systems vendors are ill-equipped to deliver.

- Better questions yield better results. Facilitators will ask probing questions and deliver superior instructional solutions.



- Long term customer relationship based on customer need and satisfaction.

- Build trust between customer and company through better management and quick response.

## Customer Segments

- Facilitators will compete for e-learning instructional design business in the;

- Corporate
- Educational
- Healthcare
- Government sectors

- Its emphasis will be on corporate and educational markets, as these sectors are likely to experience the greatest growth.



## Key Resources

Human Resources

- To hire all teachers, consultants and designers for website development and curriculum design

Information Resources

- To know all the trending and needing courses

Physical Resources

- For setting physical environment between company staff and its members

Technological Resources

- To build a robust website for e-learning purpose

Financial Resources

- To meet the expected revenue and results



## Cost Structure

3-to 6-Course Series = \$3600  
7- to 12-Course Series = \$4500  
13- to 16-Course Series = \$5400  
17- to 20-Course Series = \$6300



## Revenue Streams

- Facilitators projects it will do \$250,000 worth of business in Year 1, which represents a development objective of at least three 7- to 12-course series (i.e., a professional certificate or master’s degree).
- Of the \$250,000, the partnership estimates that 50% will come from higher-ed clients, 40% from corporate clients, and 10% from K-12 clients.

