**Go to Market Canvas**

| **What are you selling?**  What is the product at launch?  - A mobile application providing live tutoring sessions, localized curriculum-aligned study materials, and offline content accessibility for Ethiopian students.  What are people buying?  - Affordable, personalized, and accessible tutoring and study resources in their local language.  What problem is it solving?  - Addressing the lack of quality educational support for semi-rural and rural students in Ethiopia by overcoming barriers such as language, internet access, and affordability.  (Be specific - what features will it have at launch? How much will you charge? etc)  Features at launch:  - Live tutoring sessions with qualified Ethiopian tutors.  - Curriculum-aligned content available for offline access.  - Multilingual support (Amharic, Tigrinya, Oromo, etc.).  Pricing Model:  Freemium model: Basic content is free, with premium live sessions and advanced features available via subscription (e.g., $2–$5/month). | **Target Market**  Who are your target market for launch?  Semi-urban and urban Ethiopian students aged 10–24, particularly those preparing for national exams.  Community centers, schools, and NGOs seeking scalable educational tools.  Who are you specifically not targeting at launch?  Rural students with no access to the internet.  **Who’s buying it?**  Who are your customers? Customer segments?  Primary Customers: Parents and students in semi-urban and urban areas.  Secondary Customers: Schools, NGOs, and educational institutions seeking supplementary resources.  Are there different types of customers? (i.e. a two-sided market)  Students and parents are direct consumers; schools and NGOs are institutional partners. | **Value Proposition**  Why should people buy your product?  Affordable, localized, and accessible educational support tailored to Ethiopia’s specific curriculum and linguistic needs.  What is your Market Differentiator? What makes you different from competitors?  Multilingual support and offline accessibility, specifically designed for low-connectivity regions and underserved students. | **Launch Strategy**  What is your launch strategy?  Staged release with a pilot phase in select semi-urban areas to refine the product and gather feedback.  Do you plan to launch to the entire market 'big bang' or will you have a staged release? Beta? Pilot?  Pilot initially, expanding to more regions in stages based on feedback and performance metrics. | **Post-Launch (First 30, 60 & 90 days)**  What is your post-launch strategy?  What are the critical things that need to happen in the first 30 days?  Focus on user onboarding and gathering feedback from pilot users.  Address technical issues and improve usability based on user input.  60 days?  Expand the pilot to additional semi-rural regions.  Launch localized marketing campaigns to increase adoption.  90 days post-launch?  Refine pricing strategy and add premium features based on user feedback.  Begin partnership discussions with schools and NGOs.  What’s your customer engagement plan for those first 30, 60, 90 days?  Do you have any specific marketing strategies during this period?  Regular follow-ups with users for feedback.  Push notifications for app engagement and progress tracking. |
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| **Distribution**  How do you plan to reach your target customers?  Collaborate with local schools, community centers, and NGOs.  Digital marketing campaigns targeting parents and students.  Where will your customers buy your product?  Direct downloads from app stores (Google Play).and using the website link  Do you have a Marketing distribution/strategy?  Leverage SMS,social media, radio ads, and community events for outreach. | **Competitors**  Who are they?  Addis Tutors, Edukaya, government educational programs.  What are they doing?  Offering online courses or tutoring but lack offline access, local language support, or scalability in semi-urban areas.  What risks do they pose?  Established presence in urban markets; potential to expand into semi-urban areas with more resources. | **Metrics** What needs to be true at the end of the first day?  50+ downloads and at least 10 users completing a session.  Week?  500 active users and 50 live tutoring sessions conducted.  month?  1,000+ active users, 75% positive user feedback, and a minimum of 100 paid subscriptions.  quarter? What signals would indicate that these are true? How do you intend to measure these? What key outcomes (metrics) will you be tracking post-launch?  Active user retention rate >50%.  Positive feedback on usability and accessibility (>70% satisfaction). |
| **Assumptions/Risks**  What assumptions are you making about this GTM strategy?  Students and parents will embrace a mobile-based tutoring solution.  Semi-rural internet access is sufficient for the platform.  Schools and NGOs will support and promote the app.  What risks are we taking with the current approach?  Internet connectivity issues in rural areas.  Resistance from parents unfamiliar with digital tools.  Competing platforms might adapt quickly. | | **Considerations**  What considerations do you need to take into account with the current strategy?  Do we have technical considerations? Constraints?  Are there teams/stakeholders/existing customers who we need to engage or inform?  Technical Considerations:   * Ensure offline functionality is robust. * Optimize app performance for low-end devices.   Stakeholders to Engage:   * Local educators, government officials, and community leaders. * Potential corporate sponsors or NGOs for funding support. | |