**Service Description – Real-World use cases database**

## Introduction

Based on the enrolled modules and their precise description, students get a recommendation of possible internships matching the upcoming semester. Thereby, they can make group works on a real-world project, which increases their involvement and personal motivation. Companies who work together with us generate plenty of use-cases as potential for new business models.

If the cooperation works fine, students might have a chance to join the company for the realization of the project. They would be involved from the very beginning and have the chance to collect important work experience, references and extend their personal network.

## Customer Segment

In the initial phase FHNW BIS full-time students and companies with lack of innovation or which are facing a change-process

## Functions

Mainly a database with search-function based on the module title, which will show all acquired companies which are willing to offer students a project regarding the module description / assignment

## Revenue Stream / ROI

One-Time commission fee for connection the students with potential contractors (pay per lead)

## Value Proposition

Platform business model which connects existing knowledge with companies seeking for new innovative approaches

## Needed Partners

* Swiss companies, idealy within the region Olten ±15km so students can visit them for the projects
* FHNW (lecturers to accept groupwork projects in their modules)

## Required actions to realize service

* Build database with search function
* Acquire companies interested in innovative suggestions / use-cases
* Web presence to connect the party’s and track the leads

Rating 1-6

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| --- | --- | --- | --- |
|  | Peter | Yannick | Simon |
| Potential | 4 |  |  |
| Realizability | 5 |  |  |
| Priority | 5 |  |  |
| MVP Relevance | 5 |  |  |

Lean Canvas