Business Model Canvas

Key Partners

Partners: National Governments, NGO's assisting with employment, Training Agencies / Organisations, Subject Matter Experts.

Key Suppliers: National Governments (Unemployment Data), Enterprises (Skills in Demand data & Talent Shortage data).

Key Resources: Survey Reports on Unemployment, Reports on In-Demand skills, Subject Matter Experts, HR / Training departments of Enterprises facing shortage of Manpower. External Training agencies / organisations.

Key Activities: Map the Demand & Shortage of skills, Partner with Enterprises & Training Agencies to come up with a Training plan for grooming unemployed in the skills they are interested in that are In-Demand

Key Activities

Unemployment Survey
In-Demand Skills Survey
Finding Subject Matter Experts
Developing Training Curriculum
Delivering on demand e-learning & Physical training by partnering with relevant Universities, Organisations & Enterprises
Connect Enterprises and Trainees to a successful and fruitful employment.
Assess trainee performance on-job and make improvements in training content as required.

Key Resources

Physical: Equipment to Design & Deliver training
Intellectual (brand patents, copyrights, data): SME's, and associated IP, as required.
Human: Developers, SME's, Co-ordinators, Counsellors, Trainers, HR executives & Miscellaneous individuals

Value Propositions

We are Helping Nations by addressing their unemployment issues and Enterprises by addressing their "Lack of Skilled Resources" issue, by acting as a bridge which connects these 2 ends of the problem, by assuming the responsibility of utilizing existing or future information that both parties provide, to identify, train individuals to empower themselves and become valuable and hire worthy and successfully employed.

We are "Getting the Job Done" for all parties involved by addressing their most pressing concerns on the topic.

Customer Relationships

We can either interface with existing teams & individuals in place or we can have our own resources in place to oversee the requisite efforts to access necessary information on both Government & Enterprise ends, so as to not burden the existing resources.
This will help in seamless execution, after addressing the initial interface issues at both ends.

Channels

Most of the time via shared Database access, as it will help everybody to be up-to-date with required information and guarantees elimination of wasted time and efforts.
It can be Initiated, Monitored, Discussed, Modified via in person meetings, once the system and all interfaces are finalized.

Customer Segments

We are creating Value for the Governments, Enterprises, and finally the unemployed individual struggling with finding a Job.
Our most important customers are: "Governments & Enterprises".

Our customer base could be diversified.
Our Business model can be tweaked as necessary to cater to Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform.

Cost Structure

This will be a Value Driven Business(focused on value creation, premium value proposition).

Most Expensive Resources: Database & Server Costs, SME fee, Survey Data Costs, if charged, Training Development cost

Fixed Costs: Salaries, Training Development & Delivery Costs, Survey Costs, Partner costs, Infrastructure costs,
Variable costs: IP costs, SME fees
Economies of scale, Economies of scope:

Revenue Streams

TYPES: Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

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