

BMC - Hands-on

- 1. Propose a business model:
 - a. Product/brand picked for your Capstone project
 - b. One specific application of ChatGPT

OR

- 2. Your understanding of as-is business model
 - a. Tesla
 - b. Zomato
 - c. LinkedIn



Key Partners



Key Activities



Value



Customer Relationships



Customer



Marketing and advertising partner. Payment gateways

platforms

Educational

Institutions

Language &

Translation

Professional

Associations

nce of platform Content Creation Data Management Job search

Marketing & Promotion **Product Management** Support assistance

Development/Maintena

Proposition

Resume Templates/ Samples Supports Multiples Languages

Professional Resume Writers Unlimited downloads/unlimited versions Al assistance Al writer Section Customisation

Marriage Bio data

Chatbots **Emails**

FAO

Blogs Personal/dedicat

ed assistance

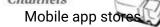
Segments

Students **Experienced Professionals** Freshers

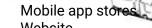
Kev Resources

- Development Team •
- Marketing Team
- Support Team
- Finance Team

Channels



- Website
- Desktop



- Social Media
- App Store Optimisation (ASO)

Cost

Strecturech development & maintenance

- Cross platform development
- API fees /Third Party integration fees
- Salaries of key resources
- Marketing and Ads expense



maker

Revenue Streams

- Ads
- Paid plans for premium services- Upgrade to premium



