










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

<div><div>Key Partners</div><div></div></div> <div><ul style="list-style-type: none">Marketing and advertising partner.Payment gatewaysJob search platformsEducational InstitutionsLanguage & TranslationProfessional Associations</div>	<div><div>Key Activities</div><div></div></div> <div><ul style="list-style-type: none">Development/Maintenance of platformContent CreationData ManagementMarketing & PromotionProduct ManagementSupport assistance</div> <div><div>Key Resources</div><div></div></div> <div><ul style="list-style-type: none">Development TeamMarketing TeamSupport TeamFinance Team</div>	<div><div>Value Proposition</div><div></div></div> <div><ul style="list-style-type: none">Resume Templates/SamplesSupports Multiple LanguagesProfessional Resume WritersUnlimited downloads/unlimited versionsAI assistanceAI writerSection CustomisationMarriage Bio data maker</div>	<div><div>Customer Relationships</div><div></div></div> <div><ul style="list-style-type: none">ChatbotsEmailsFAQBlogsPersonal/dedicated assistance</div> <div><div>Channels</div><div></div></div> <div><ul style="list-style-type: none">Mobile app storesWebsiteDesktopSocial MediaApp Store Optimisation (ASO)</div>	<div><div>Customer Segments</div><div></div></div> <div><ul style="list-style-type: none">StudentsExperienced ProfessionalsFreshers</div>	
<div><div>Cost Structure</div><div></div></div> <div><ul style="list-style-type: none">Tech development & maintenanceCross platform developmentAPI fees /Third Party integration feesSalaries of key resourcesMarketing and Ads expense</div>			<div><div>Revenue Streams</div><div></div></div> <div><ul style="list-style-type: none">AdsPaid plans for premium services- Upgrade to premium</div>		