

<u>key partners</u>	<u>Key Activities</u>	<u>Value Proposition</u>	<u>Customer Relationships</u>	<u>Customer Segments</u>
1. Teachers	1. Platform Development	1. One platform for teachers + student	1. Discounts & Free Trials	1. School Students
2. Students	2. Marketing & Ads	2. Affordable new & used books	2.Responsive Support	2. College Students
3. Book Sellers	3. Teacher-Student Matching	3. Flexible timing	3. social media engagment	3. University Students
4. Delivery Partners	4. Book Delivery Service	4. Online learning convenience	4.Subscription Plans	4. Teachers
5. Payment Gateways	5. Customer Support	5. Easy book selling & buying	5. Feedback System	5. Parents
	<u>Key Resources</u>		<u>Channels</u>	
	1. Website & Mobile App		1. Website/App	
	2. Teacher Database		2. Social Media (FB, Insta, YT, TikTok)	
	3. Books Inventory		3. Word of Mouth	
	4. Marketing Team		4. Coaching Center Outreach	
	5. Delivery Partners		5. Paid Ads	
<u>Cost Structure</u>		<u>Revenue Streams</u>		
1. App & Website Development		1.Subscription Fees		
2. Marketing & Advertising		2. Commission on Book Sales		
3. Teacher Commission		3. Delivery Charges		
4. Delivery & Logistics		4. Ads & Sponsorships		
5. Customer Support		5. Premium Teacher Listings		

