* Universities pay for our app
* Employers pay to list on our app
* Students can only use the app with their uni credentials
  + Won’t have to upload their academic transcript because its already there

**Key Partners**

* Companies
* Students
* Universities

**Key Activities**

* Constantly developing and innovating features
* Collecting data
* Marketing & Sales

**Key Resources**

* Software developers
* Website
* Servers
* Growth hackers
* Sales professionals
* Advisers

**Value Proposition**

* Students
  + Making applying for jobs an easy and enjoyable experience
  + Giving students insights to make better decisions about internships/graduate roles
  + Create a community to support students in their process of applying
* Employers
  + More applicants
  + Stronger applicants
  + Reduced effort to recruit intern and grads
  + Data
* Universities
  + Increases percentage of employed grads

**Customer Relationships**

* Students: free service to get the specified value props
* Employers: collaboration in designing application process
* Universities: ensuring product meets their standards

**Channels**

* Student
  + Social media platforms
  + On-campus presence
    - Student societies
    - Flyers
    - University Careers Department
* Employers
  + Personal networks and connections (through rohan)
  + API - sends applicant application data to the employer
* Universities
  + Personal networks and connections (through rohan)
  + Prove product works by showing data about beta users
  + SaaS

**Customer Segments**

* Students
* Employers
* Universities

**Cost Structure**

* Employees (Software Developers in particular)
* IT cloud services
* Marketing

**Revenue Streams**

* Selling data
* Per student to universities
* Employers pay per listing
* Pay to be at the top (featured section)