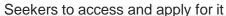
Business Model Canvas for team: The App Brewery

App Name: @Work Local

App Description: @work local provides a more efficient and effective way of creating a platform where Job Seekers can upload their CV's and Qualifications for access

by all Government departments and other private companies that are looking for staff. Employers can also upload job opportunities on the same platform for Job



Key Partners



Key Activities

- App development
- Get Government, and Businesses onboard
- Marketing

Key Resources



Value Proposition



- Platform is free
- Instant notifications
- Latest job oppertunities

Customer Relationships



- Feedback form and surveys
- Notifications Alerts with updates

Channels



- Social media campaign
- Marketplace
- App Store

Customer Segments



Job seekers

Cost Structure

- R1400 annual fees for Apple
- R356 once off fee for Google
- R300 for hosting



Revenue Streams

- Ads
- Premium monthly fee (no Ads)

