

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 Seekers to access and apply for it

Key Partners



Key Activities



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

Value Proposition



- Platform is free
- Instant notifications
- Latest job opportunities

Customer Relationships



- Feedback form and surveys
- Notifications Alerts with updates

Customer Segments



- Job seekers

Key Resources



Channels



- Social media campaign
- Marketplace
- App Store

Cost Structure



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

Revenue Streams



- Ads
- Premium monthly fee (no Ads)