Young Social Entrepreneurs (YSE) Programme
YSE 2016 Workshop Application
Business Summary Template and Acknowledgement Form

The business plan is part of the YSE 2016 workshop selection process. Your application is assessed based on:
1. **Social impact**
   - The benefits that the community receives, and potential impact to the community/issue
2. **Innovativeness**
   - Creative and enterprising ideas, as well as unique aspects of the business models
3. **Feasibility and sustainability of the business model**
   - Viability of business idea/model

Please summarise your social enterprise idea as provided in Table A and fill up the business canvas on page 2.

Table A	
1. Business & Social	
List down the name of your SE and provide a short description of your SE. *(Not more than 50 words)*	Ezdu is an integrated e-learning application for students in remote area. The application can be run on smartphones, PC, tablets, or laptops. It allows us to connect and share knowledge to students in remote area in Indonesia.
What is the current social issue(s) that your SE is trying to solve? *(Not more than 50 words)* *Tip: Share with us if there were any proof of concept/pilot conducted to validate the social issue.*	Indonesia, lands of thousand islands, has a big issue about access of education, especially in rural areas. The lack of experienced teacher and the distance of the school from the city are becoming the main causes of this issue. So, we are developing this application to help students, especially in remote area to get better education. Visit : http://www.prestasi-iief.org/index.php/english/feature/68-reflections-on-education-in-indonesia
2. Result	
Share with us your result statement with qualitative and quantitative goals. *(Not more than 50 words)* *Please provide quantitative and qualitative indicators of impact.* *E.g To impact 200 women by 2017 and out of this, 50 women will be empowered to start their own business.*	Our aim also as the challenge is how can we penetrate this application to remote area easily. Then, how can this application impact 3000 students from junior high school untill senior high school in Jogjakarta to get better education beside the formal knowledge they get from school.
3. Goal	

Tell us what your plans are if you have SGD $20,000 to develop your SE. *(Not more than 100 words)*	We are going to develop Ezdu so it can be sustainable and run perfectly on all devices. Then, we will promote this application to all school in remote area near Jogjakarta and also give some facilities to the teachers and students (e.g. laptop, wi-fi connection, and some books), so that we can be connected and tutoring can be delivered through Ezdu whenever the students wants.

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The Business Model Canvas – your input might be assumptions

that you want to test, and need not refer to data that have been validated.

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Name of Social Enterprise:	Date:
Ezdu Project	08/12/2015

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Our partners and also our client are the students who join in this circle. With the aim to grow up together and make sure all of the students will be well educated, government as the policy-maker can maintain this project frequently because this project's aim also to support our 1945 constitution that says education also be a part of human rights.	To give informal & enrichment of education (beside the formal education the students get from school) and give some motivation to the students through the app and web so that we can spread education widely to all of Indonesian.	The product of ezdu project is an application and website that is easy to be accessed. Besides, we will make sure if there will be no students who can not take benefit from education, which is in Indonesia, it is still selective and has big differentiation between the rich one and the poor one. So, with this app, the poor one can take advantages from this program freely.	We will be growing up together with students, and we hope students as the primary asset of the nation should give feedback to build the education back of Indonesia. So, we will be accompanying them to study whenever they feel hard to understand the subject at school. This relationship will be built through our application that will be connected with Skype.	Our customers are all students from junior high school until senior high school, both rich and poor students who can not afford the enrichment program outside the school. With the supervising of their parents, we can achieve some aims that we have agreed before. The important aim we emphasize is to help students to go to the next level of education easily with a lot of achievements.
	Key Resources Technology (hosting, service data, technicians/engineers), teachers, human resources management)		**Channels** Through the web and app, teacher/tutor can teach and accompany the students to study, with or without meeting up. So, we will be connected to the students all the time.	

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Cost Structure	*Revenue Streams*
1. Technology : hosting, domain (IDR 1.000.000) 2. Teachers' salary : (IDR 50.000/hour/person) 3. Human resources : (IDR 30.000/hour/person) 4. Scholarship : (IDR 500.000/student) So, rich students should pay the amount of : IDR 400.000/month which will be subsidized to the poor one and to our project. The details are mentioned below= 50% Teacher + 10% Developing Company + 20% Scholarship/Social Project + 20% Human Resources	The objectives of Ezdu project to make sure all of our clients get well enrichment knowledge so they can understand the subject at school better. The rich one should pay to get access within the application and subsidize the poor one who can't afford the cost of this application. The purpose of this policy is to support the equality of education based on our constitution.