

Business plan read deck

be_certAIn



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Executive Summary

Users: school students looking for career counselling.

Customers: education platforms who we provide with targeted advertisement based on users suggestions.

Value proposition: typical career tests are boring, long and with limited suggestions. We made ours simple, fast and with relevant modern career suggestions.

Solution: app that uses general purpose AI to generate career suggestions based on skills, hobbies and any free text input the user chooses to provide us with.

Market size: Focusing on target group aged 15-19, there is a TAM of 1.239 billion people, SAM of 4.62 million people and SOM of 2.338 million users (potential users willing to download the app).

Competition: only one other career test that uses machine learning (no free version).

USP: Unique, modern and highly adaptive career insights generated using state-of-the-art Artificial Intelligence with real-time career updates

Key partners: OpenAI, AWS, TUM-ai, UnternehmerTUM & TUM (specifically TUM Venture Labs)

Key resources: GPT-3, Mobile Application, AppStore, Server, Database, Employees: Software/ML Engineers, Data Scientists, Experts in the fields of Employment/Career Counselling, Child Psychology and Natural Language Processing

Go-to-market strategy: Start with Munich (improve and develop features; gain credibility and partnerships), continue in Bavaria and Germany (receive first customers; integrate first Highly Targeted Ads; further app development), expand to Europe (establish sustainable recurring revenue; expand to the European scale).

Revenue model: Advertisement via Google AdSense & Highly Targeted Ads and customers' services integration.

Value Proposition. Customers and users

Users

Our users are school children looking for career counselling. Potentially, anyone looking for a career change could use our test, but we are choosing to focus our resources on young people for now, as they require career counselling most often.

Users as personas

Unsure of their future or curious about the possibilities. At ease with technology. Motives: gain information about possible careers, figure out what to study.

Customers

Our customers are education platforms/institutions who we provide with highly targeted advertisements. Those can be online platforms like Skillshare, Coursera, etc, as well as universities/other offline education programs. Out of a set of courses each of the platforms provide, the one will be chosen for an advert for a specific user that matches their suggestions the most.

Other potential customers are schools/job centres which will use our app for career counselling, with premium features for those institutions, like analytics and priority customer support.

Pains

Typical career test are mostly multiple choice - there is always a preset list of suggestions. The suggestions themselves are often old-fashioned and are not updated very often. They are boring and take a long time. One of the first ones that comes up on google search has more than 60 questions. Online career tests are also often unclear about how they use and store your data.

Career counselling at school is not always present and if it is, there are also often issues with it as we learned from our interviews (see next slide).

Value Proposition. Interviews with users

We conducted 2 sets of interviews with school children and people who work with them.

First set with open questions to identify problems with career counselling at schools (12 children age 10-16, 5 middle and high school teachers).

Question	Quotes from Interviews (that represent common answers)	Conclusion
What don't you like about career counselling at school?	<p><i>"The only two careers my career counsellor suggested was doctor (because my dad is a doctor) and translator (because she knew I spoke French)" (Anastasia, 14)</i></p> <p><i>"In our school teachers often do the necessary career counselling hours. And they are already biased because they know the children, I don't think it's fair." (Irina, middle school teacher)</i></p>	The test should not be biased based on family, prior experience, etc. The test should suggest a diverse set of possible jobs.
When do you think children should start learning about careers?	<p><i>"As early as possible. Also, a problem is that at school it is done at best once a year, but I think it should be talked about very frequently because there appear new careers every day" (Irina, teacher)</i></p> <p><i>"I don't know, we haven't started yet, but I would like to start already" (Anna, 12)</i></p>	It should be possible to take the test at a relatively young age and retake it as often as one wants.
What are the biggest difficulties when choosing a career?	<p><i>"I feel like I'm not good at anything" (Max, 15). "I don't know where to start" (Anna, 12). "I think kids are often pressured by parents to pick familiar careers" (Olga, teacher).</i></p> <p><i>"I get stressed every time I think about it because I have to choose soon, it would be cool if the process was fun" (Alex, 16)</i></p>	The test should not be stressful and should take advantage of any interests/skills the child has. It should be easy to start without prior knowledge.

Second set as multiple choice questions to test our solution (22 children).

Question	Answers	Conclusion	Proves our hypotheses
Do you know what you want to be?	No clue - 6/22 Not sure - 11/22 Yes - 5/22	There is a demand for help with choosing a career.	Yes
What is important to consider in a career test?	Skills - 15/22, Hobbies - 13/22, Personal Traits - 10/22	Skills and hobbies are the biggest things to consider in a career test.	Yes (personal traits can be included as free text in our test)
Would you prefer an AI based career test to a usual one?	Yes - 17/22 <i>("I don't really understand what that means, but sounds really cool". Max, 14)</i>	People are intrigued by the use of AI	Yes
How long should a career test take?	Less than 5 minutes - 1/22 5 - 15 minutes - 14/22 15 - 30 minutes - 6/22 More - 1/22	A career test should be pretty short	Yes, our test takes around 6-9 minutes

Value Proposition. Solution

Solution

Based on the conducted interviews, we have the following solution. Our app collects the user's skills, hobbies, and any free text input. This is sent to our server. We then process that data and use OpenAI's GPT-3 model (which was trained on 570GB of openly available text, like Wikipedia). It generates up to 10 suggestions based on input. The user can then choose to read an explanation of what a career entails, also generated by GPT-3, because we cannot predict a set list of possible career suggestions and write descriptions for them - that is the whole point.

Gains

Quick career test. Simple straightforward UI. Free for the user. Highly personalised suggestions. No multiple choice questions - user fully decides their input, can include any information she/he thinks is important.

Collect information about different careers in one place.

Careers are constantly updated to keep up with the changing world, not only the typical options like lawyer/doctor are suggested, but also more unusual ones.

Another benefit, we do not store the users personal data or their suggestions in any way.

Prototype state

We have a working app that provides career suggestions with a server. Screenshots are included in [appendix](#). What is left to do for the first version that could already be shipped to customers is include advertisements, deploy our server and potentially improve design.

Later iterations could have added functionality, like sharing suggestions, saving them, etc.

Market and Competition. Focus market

Top Down

- **TAM:** 1.239 billion people
- **SAM:** 4.62 million people
- **SOM:** 2.338 million potential users
- **Estimated EBITDA:**
 - Number of ads shown per usage for all potential users: 98.196 million
 - Average number of clicks: 1.472.000
 - CPC of highly targeted (online educational services) integrated ads: 0.5€
 - How many days per year the user uses the application: 3
 - Estimated Revenue per year:
 - $873150 * 1\$ * 3 = \2.62 million
 - **Estimated EBITDA: €663.000**

For detailed calculations see Appendix B1

Bottom up:

- First users: people in Munich aged 15-19 (55800)
- User base: 16740
- **Estimated EBITDA:**
 - Number of ads shown per usage for all potential users: 703080
 - Average number of clicks: 10546
 - Average German CPC for banner ads: 0.55€
 - How many days per year the user uses the application: 1.5
 - Estimated Revenue per year:
 - $10546 * 0.55\text{€} * 1.5 = 8701\text{€}$
 - **Estimated EBITDA: 1689€**

For detailed calculations see Appendix B2

Market and Competition

Direct and indirect competition

Main direct competitor: CareerExplorer

Combines multiple choice questionnaires with machine learning methods

Average test duration: 20 min

Cost: Free for the basic report;
\$35 for the premium report

Other direct competitor: 123Test.com

Photos based

Only 15 questions

Average test duration: 20 min

Based on John Holland's theory of personality types and careers

Free

Indirect Potential Competitor:

Career Counselling Agencies

Market, Trends, and Barriers:

- Industry: Education/Career Orientation
- Growing demand for AI in educational Industry
- Challenge of reaching young audience

Unique selling proposition

Unique Selling Points

Unique, modern and highly adaptive career insights generated using state-of-the-art Artificial Intelligence with real-time career updates

Market Development

- Start in Munich area
- Expand into remaining Bavarian cities
- Focus on Germany
- Gain user base, cooperate with online educational services
- Gain credibility, make partnerships with German schools
- Enter the European market

Implementation

Key Activities

- Product design and development
- Ensure constant update of database of available job market
- Improve existing functionalities and develop new ones
- Thorough customer & user support

Key Resources

- GPT-3 (transformer-based general purpose AI model from OpenAI)
- Mobile Application
- AppStore for application distribution
- Server for handling requests
- Database for storing and processing analytics
- Highly qualified employees: Software/ML Engineers, Data Scientists
- Experts in the fields of Employment/Career Counselling,
Child Psychology and Natural Language Processing

Key Partners

- OpenAI - distributors of GPT-3 model
- AWS - as a sponsor for young start-ups (provides free hosting)
- TUM-ai - student initiative to promote our product, engage a potential workforce of
motivated and talented students, receive consulting and partnerships
- UnternehmerTUM & TUM (specifically TUM Venture Labs) - to receive consultations and training

Implementation

First Customers

- Google AdSense
- Educational Platforms (e.g. Coursera, Skillshare)
- Universities, Colleges & Professional training programs (Ausbildung)

First Users

- High School students in Munich willing to discover modern occupations based on their skills, interests and general vision of their future profession.

Social and Economic Impact

- Our app is designed to address the problem of career choice, which becomes often omitted in the modern job market; having such a rapid development of technologies complicates things for young people even further.
- This way we can offer economic boost by helping finding the most suitable occupation, which directly leads to the satisfaction with the occupation and, as a byproduct, a more productive society.

Market Strategy

1. **Start Locally:** Begin with Munich, collect feedback on the well-known market, improve stability of the application & integrate Google AdSense. Phase is planned for year 2021.
2. **Reputation Acquisition & First Expansion:** Gain user-base, get first customers (educational services & schools). Extending to Bavarian and German Market. Phase is planned for year 2022.
3. **Further Expansion & Feature Improvement:** Add closer integration with educational services, enter the European market. Phase is planned for year 2023.

Financials

MAIN REVENUE MODEL

- Google AdSense advertisement (Cost per Click)
- Contract-based highly-targeted advertisement (Cost per Click)
(for Educational Platforms and Universities/Colleges/Professional training programs)

ALTERNATIVE REVENUES

- Ad-free subscription (monthly)
- Freemium features like “Pragmatic Statistics” (salary information, the growth of the market for the profession, detailed information about the fields of application etc.) and “Top Chances” (information about chances of getting into different Universities & Programs based on user’s performance; and advices for the application)
- Partnership with Schools and Government Institutions for Career Counselling to help the prospects gain a deeper understanding of their career paths, with additional analytics provided to those entities (license-based)

COSTS STRUCTURE

- GPT-3 usage payment (pay-per-use)
- Server hosting (pay-per-use)
- Developers salary (monthly based)
- Salary for experts in fields of Data Protection, Child Psychology and Career Consulting (freelance contract)
- Marketing & Promotion (monthly budget)

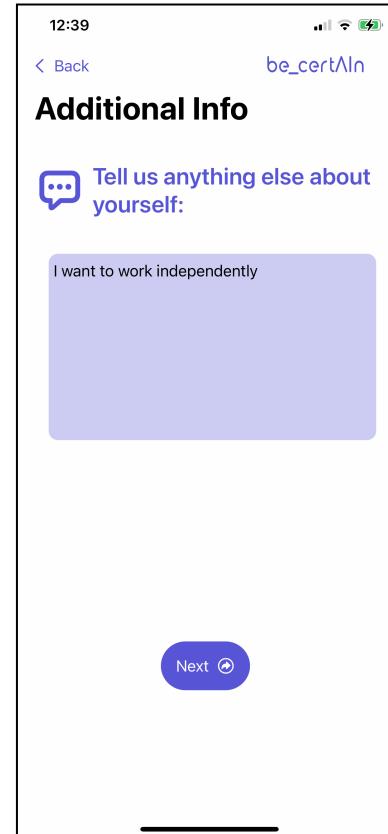
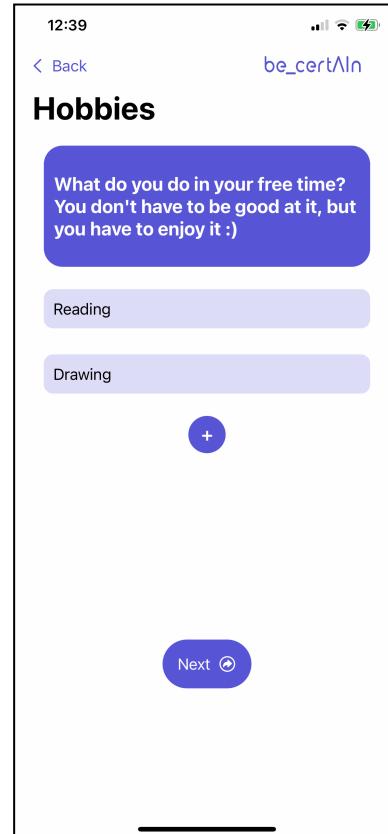
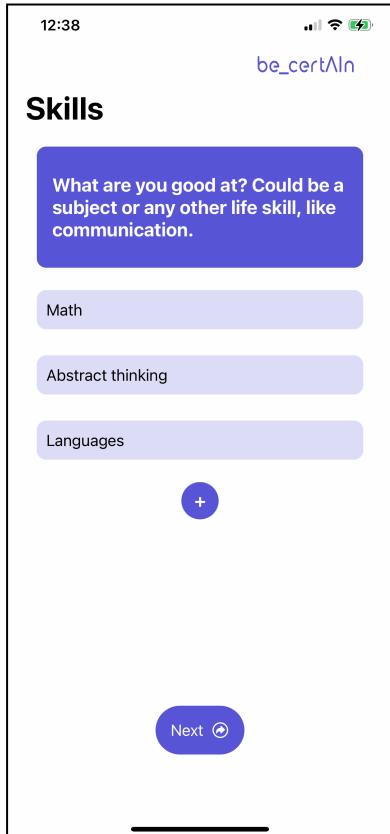
Financials

- For the first phase (year 2021) we are planning to distribute our application in Munich, so we could improve our features, gain starting credibility (in order to establish relationships with educational platforms in the future) and integrate first advertisement.
- For the second phase (year 2022) our app is expected to gain popularity in Munich and we are planning on expanding our market to Bavaria and Germany (starting with advertisement campaign in Bavaria and moving to Germany starting in the second half of the year). We will start to attract customers for Highly Targeted Advertisement (HTA) (1*)
- For the third phase (year 2023) we will plan to enter the European market. This way we can achieve stable income and develop our business even further. At this point we have multiple contracts with Educational Platforms all across Europe. Starting from this year we are entering the Steady State. (1*)

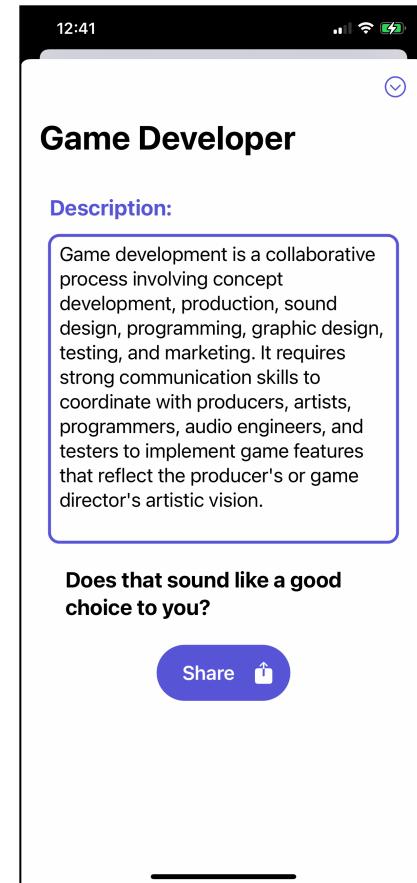
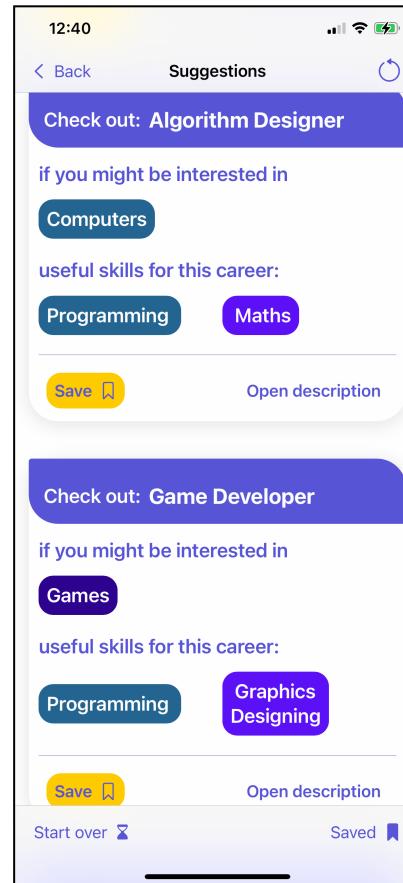
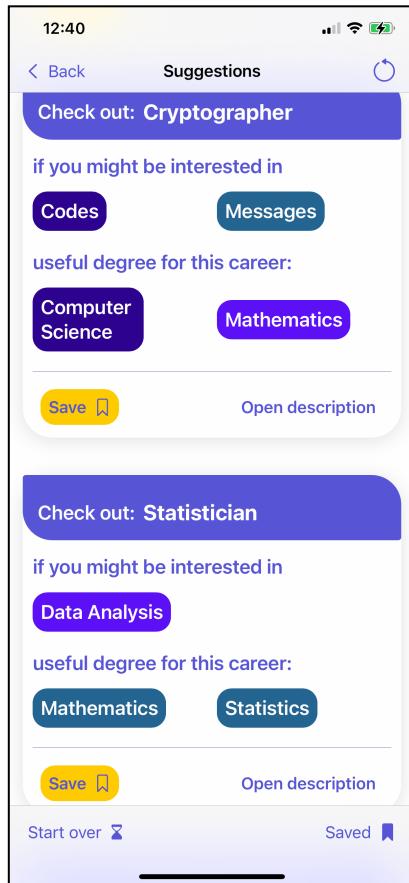
	Phase 1. 2021		Phase 2. 2022		Phase 3. 2023		(1*)
	€	%	€	%	€	%	
Revenue	8.701 €	100%	2.084.944 €	100%	6.535.061 €	100%	
Operating Expenses	486 €	6%	22.044 €	1%	95.443 €	1%	
SG&A	6.525 €	75%	1.146.719 €	55%	2.940.777 €	45%	
EBITDA	1.689 €	19%	916.180 €	44%	3.498.840 €	54%	
TAXES	253 €	3%	137.427 €	7%	524.826 €	8%	
Net Profit	1.436 €	16%	778.753 €	37%	2.974.014 €	46%	

(1*) For detailed information on how this table was computed, formulas, definitions and further explanations, reference to Appendix C

Appendix A1. Screenshots



Appendix A2. Screenshots II



Appendix B1. Top Down Analysis. Detailed calculations

Top Down

- **TAM:** (Total population) * (% of people aged 15-19) = (7.878 billion people) * 0.15728 = 1.239 billion people
- **SAM:** (German population) * (% of people aged 15-19) = (83,02 million people) * 0.0556 = 4.62 million people
- **SOM:** (German population aged 15-19) * (Percentage of Potential users) (1*) = (4.102 million people) * 0.57 = 2.338 million potential users
- **Estimated EBITDA:**
 - Number of ads shown per usage for all potential users =
$$= (\text{number of potential users}) * (\text{time spent on the app in minutes per use}) * (\text{ads per minute}) =$$
$$= (\underline{2.338 \text{ million}}) * (21 \text{ minutes}) * 2 = 98.196 \text{ million}$$
 - Average number of clicks = (number of ads) * CTR (click rate) = (98.196 million) * 0.015 = 1.472.940
 - Average CPC: 0.5 €
 - Number of times the application is used by one user per year: 3
 - Estimated Revenue per year: $1.472.940 * 0.5\text{€} * 3 = \text{€}2.21 \text{ million}$
 - **Estimated EBITDA:** $\text{€}2.21 \text{ million} * 0.3 = \text{€}663.000$

(1*) For detailed information, formulas, definitions and further explanations, reference to Appendix C

Appendix B2. Bottom Up Analysis. Detailed calculations

Bottom up:

- Population in Munich aged 15-19 (55.800)
- Assumed Achievable Market in 2021: 30%
- Number of assumed users per year: $55.800 * 0.3 = 16.740$
- **Estimated EBIT:**
 - Average number of uses of the app per year: 1.5
 - Advertisement Type: AdSense
 - Number of ads shown per usage for all potential users =
 $= (\text{number of potential users}) * (\text{time spent on the app}) * (\text{ads per minute}) =$
 $= 16740 * (21 \text{ minutes}) * 2 = 703080$
 - Average number of clicks = $(\text{number of ads}) * \text{CTR} (\text{click rate}) = 703080 * 0.015 = 10546$
 - Average German CPC for banner ads: 0.55€
 - Estimated Revenue per year: $10546 * 0.55\text{€} * 1.5 = 8701\text{€}$
 - Estimated Expenses per year: $(\text{operating expenses}) + (\text{SG&A}) = 486\text{€} + 6525\text{€} = 7011\text{€}$
 - Estimated EBITDA per year: **1689€**

(1*) For detailed information, formulas, definitions and further explanations, reference to Appendix C

Appendix C1. Detailed Explanations and Calculations for the Revenue Model

Data from sources
Data from interviews & polls
Assumptions or Estimations
Results or Calculations

FORMULAS AND DEFINITIONS	
Number of assumed users per year X (NAU_X) = (Assumed Achievable Market_X) * (Population 15-19)	
Assumed Achievable Market is by definition always bounded above by PPU	
Revenue = Sum of Number of ads shown per year for each advertisement type	

	2021		2022		2023	
Number of assumed users per year	16.740		615.300		1.928.600	
Average number of uses of the app per year	1,5		3		3	
Advertisement Type	AdSense	HTA	AdSense	HTA	AdSense	HTA
Duration of the advertisement in minutes	21	0	3	18	3	18
Number of ads shown per year for each type	1.054.620	0	11.075.400	66.452.400	34.714.800	208.288.800
Revenue	8.701 €		2.084.944 €		6.535.061 €	
Server & Database Expenses	150 €		3.500 €		37.500 €	
GPT-3 Expenses	251,10 €		18.459 €		57.858 €	
AppStore Developer License	85 €		85 €		85 €	
Operating Expenses	486 €		22.044 €		95.443 €	
SG&A (iii*)	6.525 €		1.146.719 €		2.940.777 €	
EBITDA	1.689,05 €		916.180,82 €		3.498.840,61 €	
Corporate Income Taxes in Germany (ii*)	15%		15%		15%	

All the relevant links and references are at the Appendix C4

Appendix C2. Detailed Explanations and Calculations for the Revenue Model

Data from sources
Data from interviews & polls
Assumptions or Estimations
Results or Calculations

FORMULAS AND DEFINITIONS	
Number of assumed users per year X (NAU_X) = (Assumed Achievable Market_X) * (Population 15-19)	
Assumed Achievable Market is by definition always bounded above by PPU	
Revenue = Sum of Number of ads shown per year for each advertisement type	

Potential Users per Area (PUpA) =
PPU * Population aged 15-19

	Munich (1*)	Bavaria (2*)	Germany (3*)	Europe (4*)
Population aged 15-19	55.800	459.000	4.102.000	38.572.000
Potential Users per Area (PUpA)	32.029	263.466	2.354.548	22.140.328
Assumed Achievable Market 2021 (I*)	30%	3,6%	0,4%	0,0%
Assumed Achievable Market 2022	45%	25%	15%	1,6%
Assumed Achievable Market 2023	55%	45%	35%	5%

Percentage of pupils (ages 15-19) that are not sure about the choice of future career	72%
Percentage of Considered Population (PCP) [what percentage find the need to use the application]	82%
Percentage of Potentially Engaged Population (PPEP) [percentage of PCP that will actually download the app]	70%
Percentage of population working in the field correlated to their degree (5*)	37%
Percentage of population going to college undecided or change their major (5*)	70%
Percentage of Potential Users (PPU) = (PCP) * (PPEP)	57%

RELATIVE CONSTANTS	
Average Cost per Click for ads related to Online Education in AdSense (a*)	0,75 €
Average Cost per Click for ads related to Education & Jobs in AdSense (b*)	0,35 €
Average AdSense CPC	0,55 €
Average Cost per Click for HTA ads related to Online Education (a1*)	2,50 €
Average Cost per Click for HTA ads related to Education (a1*)	1,50 €
Average HTA CPC	2,00 €
Ads Displayed per Minute in the App	2
Average Click Through Rate (CTR) [average for AdSense and HTA in educational sector] (c*)	1,5%
Average GPT-3 Expenses per Request (d*)	0,01

- Especially in UK and Central Europe, Online Education niche is highly paid (with relatively low competition in AdSense).
- Such keywords like "university", "degree", "lawyer degree" etc. are well-paid.
- We have left several sources for our claims in the "Constants" section.

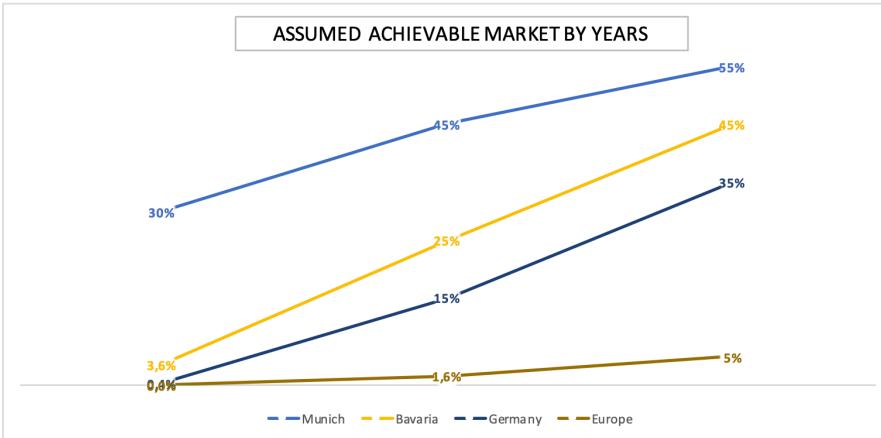
All the relevant links and references are at the Appendix C4

Appendix C3. Detailed Explanations and Calculations for the Revenue Model

Data from sources
Data from interviews & polls
Assumptions or Estimations
Results or Calculations

FORMULAS AND DEFINITIONS
Number of assumed users per year X (NAU_X) = (Assumed Achievable Market_X) * (Population 15-19)
Assumed Achievable Market is by definition always bounded above by PPU
Revenue = Sum of Number of ads shown per year for each advertisement type

Potential Users per Area (PUpA) =
PPU * Population aged 15-19



Explanation to this line chart and Assumed Achievable Market for years 2021, 2022, 2023:

1. All values are bounded by Percentage of Potential Users, therefore never exceed 57%.
2. It is easier to reach greater percentage of population in local areas than simultaneously in different ones, therefore we have a greater start for Munich than other areas.
3. Each greater area includes all the lesser ones in itself (if exist).
4. In year 2023 we will have a greater budget for bigger advertisement campaigns (and an established network in Germany), hence the greater boost for development in Europe (5% of Europe's market).

	Munich (1*)	Bavaria (2*)	Germany (3*)	Europe (4*)
Population aged 15-19	55.800	459.000	4.102.000	38.572.000
Potential Users per Area (PUpA)	32.029	263.466	2.354.548	22.140.328
Assumed Achievable Market 2021 (1*)	30%	3,6%	0,4%	0,0%
Assumed Achievable Market 2022	45%	25%	15%	1,6%
Assumed Achievable Market 2023	55%	45%	35%	5%

All the relevant links and references are at the Appendix C4

Appendix C4. Detailed Explanations and Calculations for the Revenue Model

HTA - Highly Targeted Advertisement [direct integration of customer's services, customer-specific advertisement]
(i*) Assumed Achievable Market is an assumption-based variable that represents what part of market in the given area can we achieve by the end of the phase
(i*) Assumed Achievable Market for 2021 is based on the number of months left in 2021 (5/12 ≈ 40% and -10% for realistic results) and is just an assumption
(ii*) https://www.invest-in-bavaria.com/en/info-centre/good-to-know/taxation.html
(iii*) SG&A is always high (especially at the start) as we will always need offices, qualified employees, marketing and other expenses
Population
(1*) https://www.muenchen.de/rathaus/dam/jcr:a9d85df9-f618-465e-b87d-b1b9d54e7c1a/LHM_Stat.%20Faltkarte_englisch_2017.pdf
(2*) https://www.statistik.bayern.de/mam/produkte/bayern_daten/bayern_daten_2020e.pdf
(3*) https://data.worldbank.org/indicator/SP.POP.TOTL.MA.IN?locations=DE
(3*) https://data.worldbank.org/indicator/SP.POP.TOTL.FE.IN?locations=DE
(3*) https://data.worldbank.org/indicator/SP.POP.1519.MA.5Y?locations=DE
(3*) https://data.worldbank.org/indicator/SP.POP.1519.FE.5Y?locations=DE
(4*) https://data.worldbank.org/indicator/SP.POP.1519.FE.5Y?end=2020&locations=EU-RU-UA-CH-NO-MK-AL&start=2002
(4*) https://data.worldbank.org/indicator/SP.POP.1519.MA.5Y?end=2020&locations=EU-RU-UA-CH-NO-MK-AL&start=2002
(4*) https://countrymeters.info/en/Europe
(5*) https://central.edu/academics/majors/exploring/
(5*) shorturl.at/anEVX
(5*) https://www.collegiateparent.com/high-school/if-your-student-is-undecided-about-their-major/
Constants
(a*) https://www.semrush.com/blog/top-paying-adsense-keywords-best-adsense-niches-2020/?utm_source=blog&utm_medium=what_is_adsense&utm_campaign=adsense
(a*) https://www.google.com/adsense/start/#calculator
(a1*) We design our application to be highly interactive and ultimately provide detailed research in different aspects of career opportunities; and including our customers in the form of HTA is part of this extensive research which leads to high interaction with HTA advertisement and corresponding CPC price.
(b*) https://jennymunn.com/facebook-advertising-k12-education-part-2/
(b*) https://daccanomics.com/high-cpc-adsense-niche-keywords/
(c*) https://cxl.com/guides/click-through-rate/benchmarks/
(d*) https://bdtechtalks.com/2020/09/21/gpt-3-economy-business-model/#:~:text=According%20to%20what%20we%20know,cents%20per%20additional%201%2C000%20toke

Appendix. BMC

<p>Key Partners</p>  <p>What are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><small>INTERFACES FOR PARTNERS Partnerships, joint ventures and strategic alliances Delivery of risk and security</small></p> <p>OpenAI - creators of the gpt-3 model we are using to generate suggestions</p>	<p>Key Activities</p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><small>CUSTOMERS Identifying customer needs and activities</small></p> <p>Create new and maintain current partnerships (with advertisers and with institutions that will use our app)</p> <p>Develop new functionality, improve existing</p> <p>Update databases about the current job market</p>	<p>Value Propositions</p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><small>CHARACTERISTICS Unique Performance Competitiveness "Getting the Job Done" Dedication Price Cost Reduction Risk Reduction Customer Loyalty</small></p> <p>Customer support</p> <p>For user:</p> <p>Use AI to help choose future career</p> <p>App with very simple usage, no special skills or guidance needed</p> <p>Saves times by collecting all of the information about suitable careers in one place</p> <p>Is a lot more flexible and diverse than typical career tests (e.g. accepts free text input and generates modern unusual suggestions)</p> <p>Free for the user</p> <p>For customer:</p> <p>For schools and employment agencies we provide a flexible career test that can be used by anyone + analytics of the performed tests, which can be used in career counselling on its own or combined with other methods</p> <p>For education platforms we create extremely personalised ads that recommend courses/degrees to people who are already interested in that field of study</p>	<p>Customer Relationships</p>  <p>What type of relationships does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><small>RELATIONSHIPS Establishing and Maintaining And Personal Assistance And Service Communication Cooperation Contracting</small></p> <p>Cooperation with advertisers</p> <p>Feedback from users in AppStore or per email</p> <p>Self services for users - users getting their suggestions in the app</p> <p>Personal interactions with the administration of partnering institutions</p>	<p>Customer Segments</p>  <p>For whom are we creating value? Who are our most important customers?</p> <p><small>Markets Market Segmentation Demographic Market-based Segments</small></p> <p>Young people who are trying to choose a career (users)</p>
<p>AWS - sponsor young startups by providing free hosting</p> <p>Student organisations that help startups (UnternehmerTUM)</p> <p>Partner schools which will use our app for career counseling</p>	<p>Key Resources</p>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><small>TYPE OF RESOURCES Financial (Brand names, copyrights, data, intellectual property, financial)</small></p> <p>gpt-3 (NLP model)</p> <p>AppStore for distribution</p> <p>Mobile application</p> <p>Server for hosting</p> <p>Database for storing and processing analytics</p>	<p>Is a lot more flexible and diverse than typical career tests (e.g. accepts free text input and generates modern unusual suggestions)</p> <p>Free for the user</p> <p>For customer:</p> <p>For schools and employment agencies we provide a flexible career test that can be used by anyone + analytics of the performed tests, which can be used in career counselling on its own or combined with other methods</p> <p>For education platforms we create extremely personalised ads that recommend courses/degrees to people who are already interested in that field of study</p>	<p>Channels</p>  <p>Through which Channels do our Customer Segments want to be reaching them now? How are our Channels Integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><small>CHANNELS Advertisement Email marketing Social media Search engines Direct mail Referrals Point-of-purchase In-store displays Trade shows Events After-sales</small></p> <p>Social media (Instagram, Facebook, LinkedIn)</p> <p>Schools/employment agencies (as they will be distributing our app to other people)</p> <p>Website with links to relevant resources (app store and social media)</p> <p>Personal meetings with representatives of educational platforms/institutions</p>	<p>Educational platforms/institutions (we are creating highly targeted and personalised ads for them)</p> <p>Schools/employment agencies (we help them help students/unemployed people find a suitable career)</p>
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><small>TYPE OF COSTS Fixed costs (rent, salaries, equipment, infrastructure, production costs) Variable costs (raw materials, labor, energy, shipping, taxes) Opportunity costs (lost revenue from alternative uses of resources)</small></p> <p>Server hosting (per month)</p>	<p>Developers salary</p> <p>Marketing expenses</p> <p>GPT-3 usage (per use of app)</p> <p>Experts in the fields of Employment/Career Counselling, Child Psychology and Natural Language Processing</p>	<p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much do they currently spend? How much does each Revenue Stream contribute to overall revenues?</p> <p><small>TYPE List Usage Usage Fee Subscription Plan Licensing Licensing Fee Advertising</small></p> <p>Revenue Streams</p> <p>Generic advertisement</p> <p>Targeted ads in cooperation with education platforms/universities</p> <p>Contracts with schools/job centers to use our app for career counselling with premium features</p>		