

The Business Model Canvas

Key Partners <ul style="list-style-type: none"> ❑ Teaching staff, provided by Cyber Academy for the delivery of services. ❑ Newspaper companies and advertising channels ❑ Internet service providers 	Key Activities <ul style="list-style-type: none"> ❑ Smooth and understandable user interface on our website to outreach our target. ❑ Daily updates and campaigns will be run on website as well as on social media. ❑ Gather around well qualified teachers. 	Value Proposition <ul style="list-style-type: none"> ❑ This business is a great platform to for the students and teachers to reach out each other with minimum effort, through our website and get the needed information. Perhaps, we are bridging the gaps between them and enabling these people to get things done at their feasible time, in a systematic way. also, We insure the smooth and secure transaction of money for the business done, in minimum period of time. 	Customer Relationships <ul style="list-style-type: none"> ❑ Direct phone contact and through website for queries. plus, face to face conversation if needed. ❑ Social gathering of students and teachers. ❑ Proving workplace and facilities to teachers for online tuitions. 	Customer Segments <ul style="list-style-type: none"> ❑ Our main targets are students and teachers of all calibre and levels. students, who can afford home tuitions, those who want help in quick course revisions, for their exams and those who want to take lectures online. Besides, for teachers and university students with good teaching skills and knowledge, who are willing to teach online and home tuitions, our business can be a great platform.
	Key Resources <ul style="list-style-type: none"> ❑ Cash Balance ❑ Resources includes an office, furniture, laptops, internet, telephone connections and customer databases. ❑ employees(marketing manager, accountant, web developer). 		Channels <ul style="list-style-type: none"> ❑ Direct: (official website): teachers and students can visit our business website and can register themselves. students can see teacher's profile and schedule timings. ❑ Indirect: referral through users and social media marketing/ email campaign. 	

Cost Structure

- ❑ Precisely, the most important costs inherent in our business are hosting for website, office rent, purchasing furniture, laptops, electricity bills and electrical appliances(ACs etc).
- ❑ Advertisement expense, phone and internet bill are comparatively less expensive.

Revenue Streams

- ❑ The students will pay us the fees, for the 3 types of tuition services we are providing. When it comes to pay calculated percentage of this amount to teachers, which is 60%, that is the point where the catch is. We will take the remaining 40%, which is at the end of the day, a fare amount of money.
- ❑ We can also reduce a teacher's rating, incase he/she is unable to deliver the promised services, which will ultimately reduces the amount of the actual percentage of the salary to be paid. this will also contribute to the overall revenue.

Group Members: CS-B

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